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BROADCASTING TELECASTING

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DETROIT

The 1951 Iowa Radio Audience Survey* discloses that radio-set ownership in Iowa is at a startling all-time high. Multiple-set homes are now in the *majority* in Iowa, whereas in 1940 less than one home in five had two or more sets!

The following chart graphically illustrates why it is no longer valid to assume a single, "family radio" within the house — a premise on which much radio audience research has heretofore been based.

INCREASE IN NUMBER OF USABLE SETS PER IOWA HOME

(Top figures based on all homes interviewed; other figures based on radio homes only.)

	1940 SURVEY	1945 SURVEY	1951 SURVEY
PERCENTAGE OF HOMES OWNING:			
1 or more radios....	91.4%	97.9%	98.9%
2 or more radios....	18.2%	38.5%	50.3%
3 or more radios....	4.4%	9.1%	15.0%

In addition, the 1951 Survey shows that 88.2% of all Iowa families own automobiles, of which 62.7% have radios. Iowans also own thousands of other "non-home sets" — in barns (14.6% of Iowa barn owners have barn radios) and in trucks (9.7% of all Iowa's family-owned trucks have radios, according to the 1949 Survey).

Radio-set ownership is only one of many important topics covered by the 1951 Iowa Radio Audience Survey. Its 78 pages of reliable, helpful information make it "required reading" for every advertising, sales or marketing man who is interested in radio in general, and the Iowa market in particular. Incidentally, the 1951 Survey again reveals that WHO with its Clear Channel and 50,000-watt voice is by all odds Iowa's *most listened-to* station. *Write for your free copy today!*

WHO
+ for Iowa PLUS +
Des Moines . . . 50,000 Watts
Col. B. J. Palmer, President
P. A. Loyet, Resident Manager

FREE & PETERS, INC.
National Representatives

*The 1951 Iowa Radio Audience Survey is the fourteenth annual study of radio listening habits in Iowa. It was conducted by Dr. F. L. Whan of Wichita University and his staff. It is based on personal interviews during March and April, 1951, with 9,180 Iowa families—all scientifically selected from Iowa's cities, towns, villages and farms, to present a true and accurate picture of the radio audience in Iowa.

Who has the ear of most of Kentuckiana's womenfolk?

WHAS, of course . . . morning, afternoon and night.*

And a good part of the WHAS popularity is due to Bud Abbott, head MAN of

LADIES DAY!

MONDAY THRU FRIDAY

ABBOTT, the area's top platter spinner, (Radio Best, 1949) sings, plays drums, jokes, cues records . . . to **25%** of the afternoon listenership! And those same wonderful women hear Johnny Schrader as he jumps from organ to celeste to piano . . on LADIES DAY. Yes, MORE Kentuckiana womenfolk tune to WHAS and LADIES DAY regularly to hit spots before their ears in the Abbott manner.

ESPECIALLY FOR PARTICIPATING SPONSORS

*Pulse report, Nov.-Dec., 1951 more morning, afternoon, and night listeners than to any other station.

Basic Affiliate of the CBS Radio Netwo

WHAS

INCORPORATED • ESTABLISHED 1922

Louisville 2, Kentucky

50,000 WATTS ★ 1A CLEAR CHANNEL ★ 840 KILOCYCLES

The only radio station serving and selling all of the rich Kentuckiana Market

VICTOR A. SHOLIS, *Director* • NEIL D. CLINE, *Sales D*

REPRESENTED NATIONALLY BY EDWARD PETRY AND CO. • ASSOCIATED WITH THE COURIER-JOURNAL & LOUISVILLE TIMES

THE LEGEND OF "SLEEPY" HOLLOW

"Sleepy" Hollow was a good time buyer. But he lost his head and bought wrong in the Albany, Troy, Schenectady market.

He didn't buy WTRY—No. 1 station in the market. Paid twice as much for the No. 2 station. But the No. 2 station fails to deliver the market. It offers **outside** coverage, in secondary markets *where 21 other radio stations divide the audience.*

WTRY **delivers** the Albany, Troy, Schenectady market *and 8 bonus counties as well* **for one half the No. 2 station's rates.**

It is said that when a low pressure area hits Scarsdale, "Sleepy" Hollow rides down route 9 carrying his head, the one he lost when he missed buying WTRY **the lowest cost-per-thousand buy in the nation's 27th market.**

WTRY

980 KC THE CBS RADIO NETWORK 5000 W

Represented by Headley-Reed

lished every Monday, with Yearbook Numbers (53rd and 54th issues) published in January and February by Broadcasting Publications, Inc., 870 National Press Building, Washington 4, D. C. Entered as second class matter March 14, 1933, at Post Office at Washington, D. C., under act of March 3, 1879.

Junior League representative, Mrs. T. Leigh Williams, with a group of school children discuss with Captain Thomas Leach their recent visit to the Wilmington Fire Department.

WDEL-TV interprets the community through the eyes of Delaware's children

The Wilmington, Delaware Junior League recently inaugurated a weekly series of educational programs called TV TOURS, which are designed to give Delaware children a better understanding of the functions of essential community services. Each week, under the guidance of a Junior League chairman, a group of school children are taken on an actual, behind-the-scenes tour of one of the community's essential services such as the police and fire department, the weather station, the telephone exchange, the daily newspaper, and so forth. Following each trip, the children appear before the WDEL-TV cameras to discuss their experiences with a representative of the service just inspected.

Through its public service programs, WDEL-TV seeks to raise the level of community understanding for all the people in the broad area which it serves. This station has thus developed a strong viewer loyalty which is of real importance to community organizations and its advertisers.

WDEL-TV

WILMINGTON, DELAWARE

WDEL AM TV FM

Represented by
ROBERT MEEKER ASSOCIATES • Chicago • San Francisco • New York • Los Angeles

at deadline

CLOSED CIRCUIT

THOSE TWENTY-SIX TV stations which were placed on temporary license a fortnight ago mainly because of blank showings on education and religious programming during composite week may not receive letters from FCC for some days yet—due to shortage of clerical help and preoccupation with TV allocations consideration. At FCC staff level (confirmed by members of FCC) view is that nine out of ten cases will be cleared up without further ado and that remaining two or three may be subjected to further scrutiny but with nothing drastic in sight.

HISTORIC opposition of networks to easing of FCC rule on transcription identification is fast disappearing as networks themselves use recording technique more and more. Only CBS opposed NARTB board resolution seeking FCC relief.

IS FCC handling of Conelrad operation alert plan case of left hand not knowing what right hand is doing? Reports have trickled through of some protests from broadcasters that FCC field offices are "demanding" equipment changes even though frequency-modification plan is voluntary.

WATCH for next step in Detroit United Radio Committee campaign to promote medium. Committee promises worthy follow up this spring to their "Wherever You Go There's Radio" slogan that was picked up by stations throughout U.S.

THERE'S little likelihood that DPA-NPA will rescind its order (M 90) banning mass production of color TV equipment. Basic criterion is technical engineer shortage and, of course, scarcity of materials. NPA feeling is that amendment to exclude other than home-type receivers or equipment would take agency off the hook. Another indication: Defense Chief Wilson's emphasis on "mass production." This would free engineers from vital defense priority projects for less essential consumer pursuits. (See story page 74.)

TIP-OFF on size of job facing new Television Code Review Board is backlog of 76 questions seeking interpretation of language.

MONEY angle on use of broadcast media by beer and wine industries should be upcoming soon in records of Senate Interstate Foreign Commerce Committee. Chairman Ed Johnson (D-Col.) asked for updated figures during hearings on his co-sponsored "dry" bill to prohibit liquor advertising from airwaves. Both beer and wine industries were to comply to request.

WHILE there's been no announcement, it's learned that American delegation which met in Mexico City week of Feb. 4 with Mexican Telecommunications officials, reached agreement on TV border allocations and made progress on certain AM problems related to NARBA. TV assignments, however, did not involve inter-

(Continued on page 6)

AT&T RUSHING CABLES TO MEET CONVENTION DATES

AT&T Friday reported special efforts of its Long Lines Dept. to provide live network TV coverage of political conventions to viewers in Miami, New Orleans, Houston, Dallas, Fort Worth and Oklahoma City.

Extension of television network facilities to these cities was originally scheduled for completion during last half of 1952, but is now being rushed so that service may be available by early July, AT&T reported. Further extension to Tulsa and San Antonio "will not be feasible until later this year," however, telephone company said.

AT&T emphasized that priority of construction for national defense plus possible material shortages might make it impossible to meet advanced dates.

Work involved, AT&T said, includes addition of video equipment to existing Jacksonville-Miami coaxial cable; completion of Jackson-New Orleans cable; equipping coaxials between Jackson and Dallas, Dallas and Houston; adding microwave facilities from Dallas to Fort Worth and Oklahoma City.

Plan calls for one TV channel into each new city by July. Later in year, as per original schedule, two channels will be provided for each Texas city now having two TV stations in operation.

TURNER HEADS NEW FCC FIELD BUREAU

WITH appointment of George S. Turner as chief of new Field Engineering & Monitoring Bureau, plus various other shifts, FCC Friday completed reorganization of its staff which commenced more than two years ago.

New Field bureau, recommended last month in McKinsey & Co. final report [B•T, Jan. 21], encompasses present Field Engineering & Monitoring Div. of Chief Engineer's Office, plus Antenna Survey, Commercial Operator and Conelrad branches. It is due to start functioning March 2, will have four divisions—engineering, inspection and examination, monitoring and field operating.

Among other organizational changes announced Friday: (1) General Counsel's office divided into Litigation Div. and Legislation, Treaties and Rules Div. Los Angeles field office abolished; (2) Chief Engineer's office divided into frequency allocation and treaty, technical research and laboratory; (3) broadcast license functions transferred from Secretary's office to Broadcast Bureau; (4) service, mail and files, messenger and record keeping transferred from Secretary's office to Office of Administration.

TRUMAN RED CROSS PLEA

PRESIDENT TRUMAN, speaking from the White House, will open American Red Cross 1952 Fund Appeal Feb. 28, as climax of dramatic program narrated by Jessica Tandy. Entire production directed by Dick Depew, ABC. Phil Cohan, of CBS is producing. Kickoff being kinescoped for TV and transcribed for radio to enable nine networks to carry program between 8-11 p.m.

BUSINESS BRIEFLY

ANOTHER SPRING CAMPAIGN ● Another spring advertiser, Kellogg Variety Package (also see story page 23), will start annual radio spot announcement campaign on 100 stations in non-TV markets April 1. Kenyon & Eckhardt, N. Y., placing varied 13- and 26-week contracts.

ALTERNATE SPONSORSHIP ● Hazel Bishop Lipstick understood to be willing to sign for alternate sponsorship of *Cameo Theatre* (Sunday, 10:30-11 p.m., NBC-TV), currently sponsored weekly by Regent cigarettes. Later account through its advertising agency, Brooke, Smith, French & Dorrance, fortnight ago had run blind ad in *New York Herald-Tribune* seeking to co-sponsor for half-hour TV show [B•T, Feb. 4].

KIPLINGER DOUBLES SPOTS ● Kiplinger Washington Agency Inc., through Albert Frank-Guenther Law, New York, doubling its spot announcement campaign starting Feb. 18 in East and Feb. 25 on West Coast for one week using 120 stations, compared to 60 used last month, as result of radio's pull for *Kiplinger Newsletter*.

EASTCO TO BUY RADIO ● Eastco Inc. (Clear-a-Fil, skin ointment for teen-agers), N. Y., through Ruthrauff & Ryan, N. Y., preparing to use about 200 radio and TV stations for 52-week campaign. Spots will be used mostly on disc jockey shows in late after-

(Continued on page 106)

SEN. JOHNSON CRITICIZES NETWORK POLITICS POLICY

SEN. Ed C. Johnson (D-Col.) chairman of powerful Senate Interstate & Foreign Commerce Committee, Friday criticized networks for adopting policy of "treating all candidates for office as clients" rather than granting them time as public service. Senator, whose committee handles legislation governing broadcasting, said networks' announced political policy would bar candidates who were unable to afford broadcasting costs and thus open door to well-heeled special interests and pressure groups.

Sen. Johnson, whose criticism was made during speech at Second Annual Regional Television Seminar at WAAM (TV) Baltimore studios, treated these other topics: Educational TV —number of universities-colleges capable of supporting non-commercial educational stations "scarce as hen's teeth," reiterated proposal FCC impose condition on all TV licensees that certain time be made available for educational purposes as sustaining feature. TV Code—"if telecasters follow concept religiously and faithfully this new and exciting medium will prove to be the greatest influence for clear thinking and clean living" since Ten Commandments given to man. Programming—must have family appeal but must also be clean and wholesome, requiring of telecaster "alertness, tact, good taste and unusual understanding."

for more AT DEADLINE turn page ➧

XUM

at deadline

NBC MERCHANDISING APPOINTMENTS MADE

FOUR NEW appointments to NBC Merchandising Dept. announced Friday: Brown Stafford Mantz named assistant to Gordon Lane in material unit; James C. Sandner named merchandising district supervisor for California, Nevada, Arizona and part of Utah, with headquarters in Los Angeles; H. John Roepke to be similar supervisor for Minnesota, North Dakota, South Dakota, Nebraska, Iowa and Wisconsin, and Stewart Carr, for Missouri, Arkansas, Kansas, Oklahoma and part of Illinois.

EXTEND CMA-TV SERVICE

PLANS for extending service of Radiotelevision el Mundo's CMA-TV Havana, now under construction, to three other provinces via microwave relays announced Friday. Satellite stations to be set up in Pinar Del Rio, Matanzas and Las Villas provinces to rebroadcast CMA-TV programs delivered by what was said to be probably first TV microwave system scheduled for operation outside U. S. Designed and equipped by RCA, CMA-TV will operate on Channel 2. It is headed by Angel Cambo, Cuban radio pioneer.

THREE TV APPLICANTS

THREE TV applications were filed Friday with FCC, making total of seven submitted this week (for others, see FCC ROUNDUP, page 103). WCYB Bristol, Va., filed for Channel 5, with 100 kw, proposed to spend $314,530 on construction. WBLK Clarksburg, W. Va., asked for Channel 12, with 50.6 kw, proposed to spend $253,283 on construction. WSAU Wasau, Wis., asked for Channel 7, with 200 kw, proposed to spend $270,169 on construction.

DENY ATLASS INTERVENTION

REQUEST by Atlass Amusement Co. to intervene in license renewal hearing for WKOW Madison, Wis., was denied by FCC Friday. Commission acted on petition asking review of Motion Comr. Walker's denial of plea for intervention last month [B•T, Jan. 28, 14; Dec. 31, Nov. 12, 1951]. It held that management company, which is headed by H. Leslie Atlass Jr., son of CBS Central Div. vice president, could protect itself as regular witness in hearings scheduled for March 28 in Madison. Commission has questioned whether management contract between station and Atlass company indicates delegation of control of station.

ABC SIGNS THREE

SIGNING of three new radio affiliates announced by ABC Friday, pushing network total to 318 stations. KCLV Clovis, N. M. (1240 kc, with power to go from 100 w to 250 w next Monday), owned by New-Tex Broadcasting with Don Boles as general manager, was to join yesterday (Sunday); WKBV Richmond, Ind. (1490 kc, 250 w), owned by Central Broadcasting Corp. and managed by Lester G. Spencer, to affiliate March 1, and WSKI Montpelier, Vt. (1240 kc, 250 w), owned by Montpelier-Barre Broadcasting Co. and managed by Charles W. Grinnell, was to join Saturday.

In this Issue—

Some $31 million worth of business has been signed by three major radio networks since the first of the year. Renewals and new accounts are reported in quantities that make network executives optimistic. *Page 23.*

A B•T survey finds that spring and summer seasonal advertisers are already at work on big campaigns for radio and television. The planning has started unusually early. *Page 23.*

NARTB boards appoint five-member TV code committee, make annual convention plans, work out new membership dues structure, grapple with agenda full of other problems at Texas hideaway. Stories on board action begin on *Pages 24-25.*

Mark March 15 in your datebook as the day the FCC may announce its Sixth Report and Order thawing the television freeze. The Commission is taking extra time to make the document as lawyer-proof as possible. *Page 73.*

1951 network advertising is summarized in PIB reports. Procter & Gamble spent more than anyone else on both radio and TV networks. *Page 27.*

The Katz Agency, at conference with its 19 TV station clients, urges that a calculated policy on spot vs. network television be undertaken. TV must avoid the "mistakes" of radio, Katz executives say. *Page 75.*

Paul Raibourn, Paramount Pictures vice president, thinks highly of both subscription and color TV, tells FCC his company wants to thoroughly explore both. *Page 75.*

Despite some shortcomings it has at its present stage of development, UHF will emerge as a dependable means of television. At a two-day seminar in Washington, RCA explains technical aspects of UHF and reveals complete line of VHF and UHF transmitting and receiving equipment. *Page 73.*

President Truman wants Congress to repeal a Defense Production Act provision—the Capehart amendment—that sets up a formula for including advertising expenses in costs upon which price ceilings are based. If Mr. Truman's wishes were followed, it would have a noticeable effect on U. S. advertising. *Page 30.*

The government will probably continue its ban against color television, but with modifications, if hints dropped by NPA sources can be accepted as an accurate report of NPA's plans. *Page 74.*

Upcoming

Feb. 19: NARTB regional TV tax clinic, Mayflower Hotel, Washington.

Feb. 20-23: Georgia Press Institute, 24th annual session, U. of Georgia, Atlanta.

Feb. 22: Illinois Broadcasters Assn. annual spring meeting, Leland Hotel, Springfield, Ill.

Feb. 22: Voice of Democracy Awards Luncheon and Presentations, 12:30 p.m., Statler Hotel, Washington.

(Other Upcomings page 38)

Closed Circuit

(Continued from page 5)

change of channels but conclusions can't announced until FCC consideration of all tions is completed. AM problems were solved, except as to use of 1550 kc. Possibl of further session in Washington.

WATCH for effort in House by Rep. W Horan (R-Wash.) to prod House Interst and Foreign Commerce Committee action political broadcasts. Revised Horan bill— sion of NARTB-FCC thinking—definitely works, will be introduced, possibly within n two weeks. Question, however, will be h strong pitch to committee by Rep. Horan.

WORKING diligently while FCC grapples w freeze thaw, Washington engineers and att neys believe they already have in their sh practically all applications that will be fi during 60 or 90 day waiting period FCC w authorize for filing of new bids for facilit and amendment of pending ones. Numbe Roughly 500.

WHAT MAY be record-breaker in acceptan of public service feature has been response "Your Voice of America" transcription seri offered by Associated Broadcasters, throu Wesley I. Dumm, less than eight weeks a More than 800 stations already have schedul cycle of transcriptions condensed from *Voa* broadcasts for benefit of U. S. audiences.

J. N. (BILL) BAILEY, Washington new paperman and former director of FM Assoc tion, soon will be named Public Affairs Offi of Richmond area branch of Federal Ci Defense Administration.

IN EFFORT to avoid pitfalls that befell ra research, an independently owned TV stati has activated survey to be conducted by leadi university on "Out of Home TV." Breakdow will show in this major market what an est mated 25% of set-owners do when they a not watching TV at home. Results expected t be available in about two months.

WHILE FCC's slow-down on consideration final TV allocations report stems largely fro adjustment of conflicts in voluminous docume and desire to sit back and reflect, it's no secr that Comr. Frieda B. Hennock, educators' Jo of Arc, has belabored virtually every city-b city situation that involves educational assig ment. It's more question of holding on to ori inal "10%" theoretical reservation than adding additional channels for educators.

RESIGNATION of H. B. McCoy, NPA assi ant administrator, may be announced short Mr. McCoy is member of NPA top hierarc on policy, as well as chief of textile and leath goods division, and has been active on color issue. He presided at recent agency-indust conference looking toward clarification of re lation. No replacement indicated.

OMISSION of electronics manufacture from list of firms due to receive reser controlled materials now released may ca some concern in industry quarters. Ma manufacturers have received necessary c tificates of necessity permitting tax write- on new or expanded projects.

PLANS afoot for third closed circuit, thes TV test by Federal Civil Defense Administ tion along Atlantic seaboard. There's roadblock: Should demonstration be desig as training-orientation or public informat experiment? FCDA is compiling survey second test reaction among CD trainees, be released in fortnight.

for more AT DEADLINE see page 106

The Bolling Company announces the appointment of G. Richard (Dick) Swift as Vice President. Dick Swift's 20 years' experience with CBS, and as general manager of WCBS-AM and WCBS-TV, qualifies him for the "team" of experienced Bolling men.

Represented by Bolling . . . Like "Sterling" on Silver

New York • Boston • Chicago • Los Angeles • San Francisco

To a radio advertiser who never hears "Dateline Marengo"

In WMTland *all the news that's fit to air* includes a minimum of bistro battles, a maximum of alfalfa intelligence. What we lack in V-neck verbiage is offset by thorough coverage of the Eastern Iowa scene. Take Marengo, pop. 2,000. It's the county seat of black-soiled Iowa County, a community typical of our market, where about half the retail and wholesale business takes place in towns under 10,000. WMT's special correspondents in Marengo and 37 other Eastern Iowa towns provide local news on a 24-hour basis. Combined with AP, UP, and INS they help supply the news fodder which is edited down to 12,000 words by daily newscasts.

WMT advertisers find news programs powerful sales makers. Killian's Department Store has sponsored the 9 a.m. edition since 1935. Other long-run news sponsors: Iowa Electric, since 1942; Oelwein Chemical, since 1943; Western Grocer, since 1944.

Outstanding news coverage is just part of the WMT story. Add farm service, sports, entertainment, and exclusive CBS programming, and you get the kind of audience interest which maintains WMT's position as the highest Hooperated CBS station in the nation.

WMT

CEDAR RAPIDS

BASIC CBS RADIO NETWORK • 5,000 WATTS • 600 KC

REPRESENTED NATIONALLY BY THE KATZ AGENCY

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION

Published Weekly by Broadcasting Publications, Inc.

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Washington 4, D. C. **Telephone ME 1022**

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WASHINGTON HEADQUARTERS

SOL TAISHOFF, *Editor and Publisher*

EDITORIAL: ART KING, *Managing Editor;* EDWIN H. JAMES, *Senior Editor;* J. Frank Beatty, Earl B. Abrams, *Associate Editors;* Fred Fitzgerald, *Assistant Managing Editor;* Dave Berlyn, *Assignment Editor;* Lawrence Christopher, *Technical Editor.* STAFF: John H. Kearney, Patricia Kielty, John Osbon, Keith Trantow. EDITORIAL ASSISTANTS: Pat Kowalczyk, Don Mortimer, Jean D. Statz, Hilda Toler; Gladys L. Hall, *Secretary to the Publisher.*

BUSINESS: MAURY LONG, *Business Manager;* Winfield R. Levi, *Assistant Advertising Manager;* George L. Dant, *Adv. Production Manager;* Harry Stevens, *Classified Advertising Manager;* Eleanor Schadt, Doris Kelly, Betty Krebs; B. T. Taishoff, *Treasurer;* Irving C. Miller, *Auditor and Office Manager;* Eunice Weston, *Assistant Auditor.*

CIRCULATION AND READERS' SERVICE: JOHN P. COSGROVE, *Manager;* Doris J. Buschling, Ruth W. Davis, Grace Schorm, Elwood M. Slee, Clyde Baker.

NEW YORK BUREAU 488 Madison Ave., Zone 22. *Plaza 5-8355;* EDITORIAL: Rufus Crater, *New York Editor;* Florence Small, *Agency Editor;* Dorothy Munster, William Ruchti, Liz Thackston.

Bruce Robertson, *Senior Associate Editor.*

ADVERTISING: S. J. PAUL, *Advertising Director;* Eleanor R. Manning, *Assistant to Advertising Director;* Kenneth Cowan, *Advertising Representative.*

CHICAGO BUREAU 360 N. Michigan Ave., Zone 1. *CEntral 6-4115;* William H. Shaw, *Midwest Advertising Representative;* Jane Pinkerton, *News Editor.*

HOLLYWOOD BUREAU Taft Building, Hollywood and Vine, Zone 28. *HEmpstead 8181;* David Glickman, *West Coast Manager;* Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, *EMpire 4-0775* James Montagnes.

BROADCASTING • Magazine was founded in 1931 by Broadcasting Publications Inc., using the title: BROADCASTING •—The News Magazine of the Fifth Estate Broadcast Advertising • was acquired in 1932 and Broadcast Reporter in 1933.

• Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

Annual subscription for 52 weekly issues $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue) $9.00, or TELECASTING Yearbook (54th issue) $9.00.

Annual subscription to BROADCASTING • TELECASTING including 54 issues $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue 35¢ per copy; 53rd and 54th issues $5.00 per copy.

SEE HOW LITTLE IT COSTS TO GET INQUIRIES FROM 43 MIDWEST COUNTIES

With just **one** announcement on WOWO's Jane Weston program, aired at approximately 8:50 AM, a prominent hand cream manufacturer drew inquiries from 43 counties in Indiana, Ohio and Michigan. Each inquiry cost only **six cents!**

That's typical of the results **you,** too, can expect from WOWO, with its unique combination of programming ability and merchandising enthusiasm. Whether you use a full-hour show on Class A time or an economical participation on the Jane Weston program, your advertising dollar does full duty.. **and then some..** on WOWO. For details, check WOWO or Free & Peters.

WOWO FORT WAYNE NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc
KYW · KDKA · KEX · WBZ · WBZA · WOWO · WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

WOWO
(Established 1925)

effective July 1, 1951. (Card No. 3.)
received June 5, 1951.
and operated by Westinghouse Radio Stations,

ss Office and Studio — 925 S. Harrison St., Wayne 2, Ind., Anthony 2136.
nitter—Highway junction of Routes 33 and 30, 2 miles north of Fort Wayne, Ind.

'ower—Time

ing power—10,000 watts.
meters; 1190 kilocycles.
ed to operate full time on clear channel.
es on Central Standard Time.
ht Saving Time observed.
ing schedule: Sundays 7:00 a.m. to 12:00 mid- (subject to extension); week days 5:00 a.m. to a.m.

ilities

ve radiated power—16,500 watts.
ency—96.1 megacycles on channel 241; Class B.
na height—500 feet above average terrain.

interrupted. Typ... rate. The advertis... tinuing discount p... period for quantity... duces or resumes ...

SPECIAL FEATURES

News Service—UP.
News service charge—all news programs are subject to a service charge equal to 15% of the gross time ... of the applicable length and time classification of the program. Talent charges in certain cases.

Participating Programs

Home Forum, Jane Weston—8:30 a.m. to 9:00 a.m., Monday through Friday, per participation:

1 time	35.00	156 times	29.75
26 times	33.25	260 times	28.00
52 times	31.50	300 or more times	26.25

Available to non-competitive producers and manufacturers. Continuity prepared by home forum director from material supplied by client or agency. Transcriptions of not more than 1-1/2 minutes acceptable as participation.

POLITICAL

Time is sold on the basis of rigid conformity with the federal communications act and the federal com-

... observed.
... 8:00 a.m. to 2:05
... recognized agencies; no cash dis... and payable as billed.

General Advertising

Maximum word count on commercial minutes 400 words; 10 minutes 250 word 150 words.

CLASS "A"
(6:00 p.m. to 10:00 p.m.)

	1 ti.	13 ti.	26 ti.
1 hour	120.00	108.00	102.00
1/2 hour	72.00	64.80	61.30
1/4 hour	43.00	38.70	36.55
5 minutes	26.00	23.40	23.10

CLASS "B"
(8:00 a.m. to 6:00 p.m. and 10:00 11:00 p.m.)

1 hour	84.00	75.60	71.40
1/2 hour	50.00	45.00	42.50
1/4 hour	30.00	27.00	25.50
5 minutes	18.00	16.20	15.30

CLASS "C"
(11:00 p.m. to 8:00 a.m.)

1 hour	67.00	60.30	56.95
1/2 hour	40.00	36.00	34.00
1/4 hour	24.00	21.60	20.40
5 minutes	14.00	12.60	11.90

(This listing continued on next p

Ordinarily a capricious little fellow, Shish Kabab is eyeing the Oklahoma City Market with a serious eye. Rightly so, for, cute as he is, he'll soon be some secretary's Mouton coat, somebody else's lamb chops, or a flaming sword dinner. And let that be a lesson.

In examining the Oklahoma City Market, don't let fancy trim or capricious claims divert you. Have a talk with your Avery-Knodel man about the station that can *prove* results, KOMA . . . the only 50 thousand watt CBS outlet in Oklahoma . . . the *merchandising minded* station in Oklahoma City.

KOMA *Avery-Knodel,* INC.

50,000 WATTS • CBS

agency

A. LEO BOWMAN, Pacific Coast manager of Free & Peters, S. F., to Abbott Kimball Co., S. F., as director of radio and television.

MERRITT WILLEY, vice president, Guild Bascom & Bonfigli Inc., S. F., to Telso Norman Adv., same city, as assistant to Mr. Norman and general manager in charge of operations.

Mr. Willey

ARTHUR GARDNER, production executive King Bros., independent film producers, joins Ruthrauff & Ryan Inc., Hollywood, as supervisor of filmed TV programs.

NORTON B. JACKSON named director of merchandising for Schleideler, Beck & Werner, N. Y.

PAUL EDWARD MARTIN, agency radio-TV producer and director, to N. W. Ayer & Son, N. Y., as production supervisor and **ANDREW MITTELBRUNN** joins agency's Phila. office as art director.

ROBERT LEHMAN, assistant to national sales manager, McIllhenny Co., N. Y., to William H. Weintraub, same city, in the marketing department. **GEORGE R. CHRISTIE Jr.**, vice president and general manager of Robert Ensco Inc., also joins agency's marketing staff.

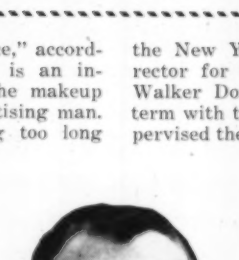
on all accounts

THE "song and dance," according to the cynics, is an invaluable part of the makeup of any successful advertising man.

But without dwelling too long on the philosophy of the cynic, "song and dance" is not a description of the executive tactics of Victor Seydel, director of radio and television for Anderson & Cairns, New York.

Rather, it is a biographical fact.

Born in New York City in 1909 but brought up in Grand Rapids, Mich., Mr. Seydel began his career of music and terpsichore during a summer vacation from school and never did return to the U. of Michigan.



Mr. SEYDEL

He started as a juvenile dancer in vaudeville, progressed to production and from 1932 to 1934 produced vaudeville acts, movie shorts, nightclub shows and served as an m. c. in a number of his own productions.

Then RKO sent him to New York. In the big city, for a period of six years, he produced shows for fund-raising purposes for various organizations.

In 1940, he joined the then Blue Network as a staff director, remaining with the company when it became ABC. In 1944, he became the New York Radio and TV director for the Pittsburgh agency, Walker Downing Co. During his term with that organization, he supervised the following network programs: *Counter Spy, Fishing and Hunting Club, Still Horizons, Mother and Dad* and the Mary Small *Junior Miss* shows.

Five years later—in 1949—he joined Anderson, Davis & Platte as director of radio and TV, a position he still holds with the recently merged agency now listed as Anderson & Cairns.

He currently handles radio and TV for the following accounts: C. H. Masland & Son (carpets and sportswear), which sponsors *Tales of Tomorrow* on ABC-TV; Rootes Motors, a radio and TV spot advertiser; Du Maurier Cigarettes (radio spots); National Home Furnishing (radio spots); Sunbeam Talbot Cars (radio), and Rolls Razor (radio and TV spots).

The Seydels—she is the former Harriet Hamm—have been married for 12 years. They have two children, Gregg, 7½, and Victoria, 4½. They live in their own home in Huntington, L. I.

His hobbies are fishing, the legitimate theatre and historical novels.

beat

JOHN L. VAN ZANT named director of public relations staff at J. Walter Thompson Co., Chicago, where he has been account executive. He succeeds C. STUART SIEBERT, who has resigned to study in Europe.

JOHN F. CONNORS, production and promotion staff, KLZ Denver, to Bob Betts Adv., that city, as account executive.

GEORGE BRYAN CURRAN, sales psychology and research counsellor, moved office from New York to 1221 California St., Denver.

WILLIAM J. HENNIG to Paul J. Steffen Co., Chicago, as copy chief and research director.

DAVID W. ARCHIBALD, research and sales analysis department of Kaumagraph Co., Wilmington, Del., to Gray & Rogers, Phila., as assistant research director.

Mr. Archibald

EDWARD B. ROSS has purchased interest of WILLIAM W. SCHWEIT in the Ross, Gardner & White Adv. Agency, L. A., and is now the sole owner. Agency's name will remain the same.

ROBERT S. BECKHAM, vice president of Moore & Beckham Inc., N. Y., to Richard La Fond Adv. Inc. same city, as account executive.

JEAN WHERLAND, Rhoades & Davis, S. F., to Guild Bascom & Bonfigli, S. F.

SIDNEY GARFIELD, president, Sidney Garfield & Assoc., S. F., and RALPH G. CAHN, head of Ralph G. Cahn Adv., S. F., announce consolidation of their agencies. Name of combined agency will be Sidney Garfield & Assoc. All personnel of both agencies are retained.

LUCIEN BROUILLETTE elected vice president of Marsteller, Gebhardt & Reed, Chicago, where he has been an account executive since 1950.

CHERIE LEE, assistant radio-TV director at W. B. Doner & Co., Detroit, promoted to director of the department.

ROBERT M. GARRICK, advertising manager, Farmers' Market, L. A., to Factor-Breyer Inc., L. A., as publicity director.

Miss Lee

AYLIN Adv., Houston, Tex., elected to membership in the American Assn. of Advertising Agencies.

BURTON A. NEUBERGER, Marfree Adv., Chicago, named general manager of that office succeeding SHEPARD CHARTOC who resigned to open own agency [B•T, Feb. 11].

BETSY ROSS MARTIN, merchandising director of *Today's Woman*, to Earle Ludgin, Chicago, as manager of new merchandising department.

CHARLES J. WEIGERT, Benton & Bowles, N. Y., to Foote, Cone & Belding, same city, as space buyer.

JERE BAYARD, account executive, Walter McCreery Inc., Beverly Hills, to McNeill & McCleery Adv., Hollywood, as vice president and account executive.

EUGENE PILZ and VERNON EWING, account executives, named partners in Arthur G. Rippey & Co., Denver.

EARL R. DUGAN, assistant account executive, Erwin, Wasey & Co., L. A., to Foote, Cone & Belding, same city, to work on Hughes Aircraft account.

HENRY B. GRANDIN JR., American President Lines, S. F., to Richard N. Meltzer Adv., S. F.

GARRETT HOLLIHAN, radio and television director of Brisacher, Wheeler & Staff, S. F., to Foote, Cone & Belding, S. F., as account executive.

ROY A. WASHBURN and ELDEN ROXBURGH to Chicago office of C. L. Miller Co. Mr. Washburn, account executive, is former Chicago

(Continued on page 46)

Obviously OUTSTANDING...

World's Largest Distillery Fills

5,000,000th Barrel—in PEORIA

History was made recently at Hiram Walker & Sons, Inc. when the five millionth barrel was filled with Walker whiskey by General Superintendent Ralph Claassen (left) and President Howard R. Walton (right). No other distillery has ever reached this mark . . . the world's largest distillery sets the pace.

WMBD Dominates the Rich Peoriarea Market

The people of WMBD also set the pace . . . they fill more Peoriarea homes with advertisers' messages than the next two stations combined! Top PROGRAMMING backs the nation's No. 1 network with top rated local shows . . . volume SALES result from such programming . . . vigorous PROMOTION merchandises advertisers' programs . . . unmatched FACILITIES AND POWER blanket prosperous Peoriarea.

WMBD—The No. 1 Station in the Midwest's No. 1 Test Market!

CHARLES C. CALEY, President and General Manager

DON D. KYNASTON, Director of Sales

See Free & Peters . . .

AM WMBD FM

FIRST in the Heart of Illinois

PEORIA

CBS Affiliate 5000 Watts

Advertisement

From where I sit
by Joe Marsh

It Isn't the Heat—
It's the Hide!

Big discussion after the Grange meeting Friday night. Tik Anderson said that hogs were more affected by the hot weather than cattle. Skeeter Morgan declared that it wasn't so—that he *never* saw any hogs bothered by the hot sun like his cows were.

I was glad when Rusty Robinson stepped in.

"Boys," he says, "don't get so riled up. It all depends on what *color* the livestock are. Hogs or cattle, those with light-colored coats absorb less heat from the sun than animals with dark coats. You're *both* right!"

From where I sit, a great many useless arguments could be avoided if a person would simply remember he doesn't always have all the right on his side. Reminds me of folks who insist that coffee, for instance, is the *only thing to drink, forgetting that other people have a right to a glass of beer now and then. If we wouldn't get so "het up" about our prejudices—we'd all be better off!*

Joe Marsh

Copyright, 1952, United States Brewers Foundation

open mike

Elusive Spot

EDITOR:

. . . We, like so many other researchers, are always most anxious to include radio and television spot expenditures in our media analyses. However, to my knowledge, such figures are non-existent.

I would greatly appreciate it if you would inform me where we could obtain, on a monthly basis, dollar expenditures for spot radio and spot television, together with a breakdown by advertiser and product advertised. . . .

Nathalie D. Frank
Librarian
Geyer, Newell & Ganger
New York

[EDITOR'S NOTE: There is no source supplying the statistics Miss Frank wants on a monthly basis. However, yearly totals are available. The most up-to-date (for 1951) are those in the BROADCASTING YEARBOOK, now in the hands of subscribers, and TELECASTING YEARBOOK, which goes in the mails the end of this month. Official annual figures are compiled by the FCC, but usually are released about a year later.]

* * *

Ante Up

EDITOR:

I am writing in reply . . . to Dr. Chappell's suggestion that in the interest of the industry Mr. Hooper, Mr. Roslow and KJBS should share equally the cost of demonstrating the truth or fallacy of the hypothesis:

That the big reason for differences between roster and coincidental ratings is confusion caused by presenting in the roster many names of programs not heard by the respondent . . . with resulting inflation of roster ratings for low rating programs and deflation for those of high rating programs.

Our answer is YES. We welcome the opportunity of contributing our third and do so with no qualifications, no strings, no conditions.

Stanley G. Breyer
Commercial Manager
KJBS San Francisco

[EDITOR'S NOTE: Dr. Chappell's suggestion was made in a letter in OPEN MIKE Feb. 11.]

* * *

First Class Furor

EDITOR:

I should like to point out some of the dangers embraced in the petition of the NARTB explained in an article by William C. Grove in the Jan. 28 issue. In the first place has the NARTB considered how much unemployment of radio engineers and combination men will result? . . .

Secondly, it will surely result in lower engineering standards . . .

If the FCC accepts this money saving petition by the NARTB . . . it would probably allow the average station to fire as many as three first class engineers . . .

I urge all engineers, all combination men, everybody with a first class ticket whose livelihood this vicious proposal fostered by Mr. Grove and the NARTB threatens, to make known their objections to the FCC, the U. S. Dept. of Labor and to their Congressmen . . .

Paul Coburn
Logan, Utah

* * *

EDITOR:

. . . Mr. Grove . . . stated that he didn't see any possible degradation of engineering standards if the rules changes are in effect. I wonder if Mr. Grove has given any thought to the possible degradation of the first class operator, both mentally and financially. . . .

If there is anything that the radio stations need at this time, it is rigid qualifications for the station managers. I have nothing against station managers, but after all, the success of the station is on their shoulders, and if the stations were in good financial standing, then they could pay the operators a fair salary.

I would like to see all the first class operators throughout the country follow this fight up with the FCC. . . .

George C. Shurden
WJMB Brookhaven, Miss.

* * *

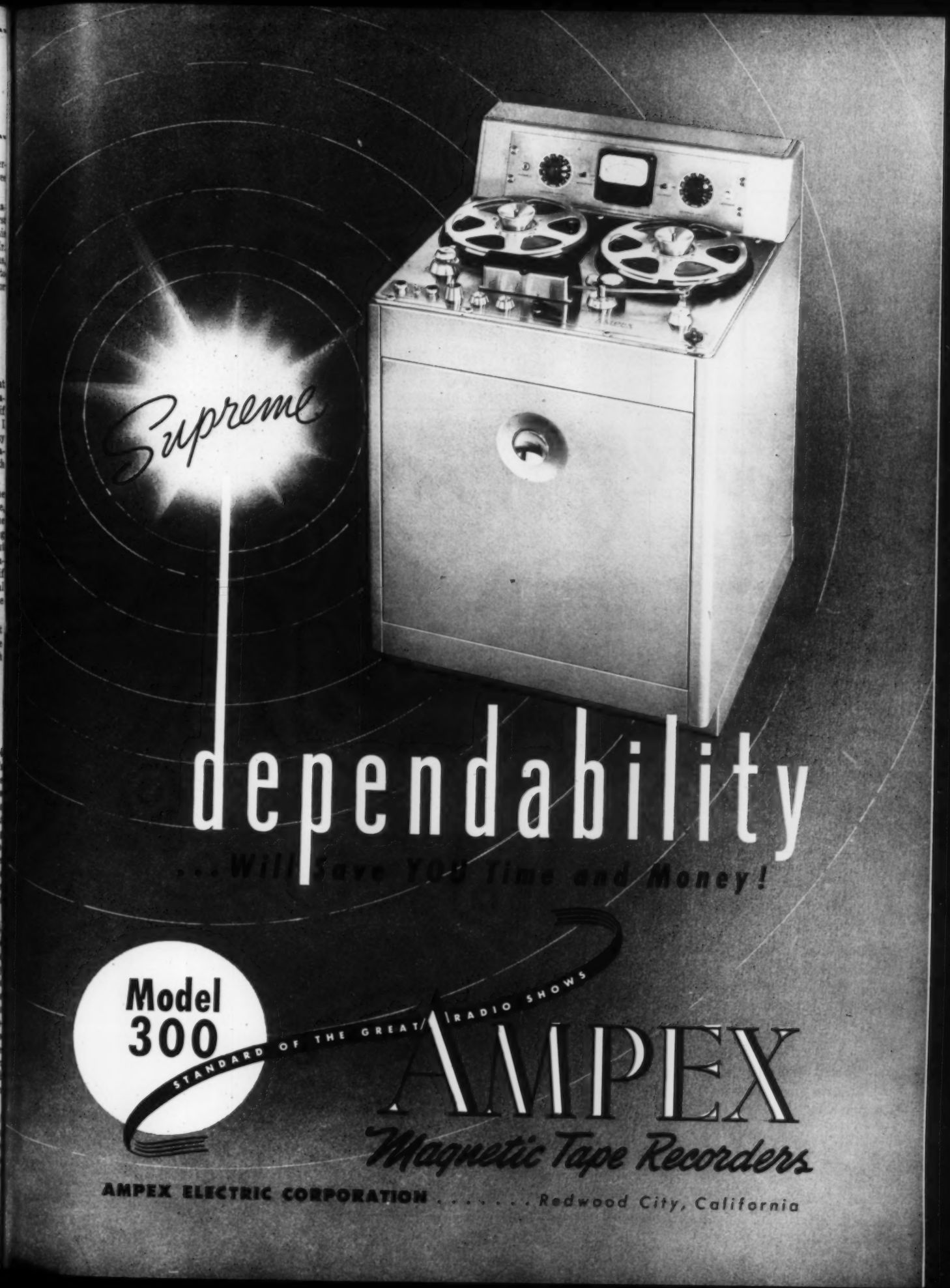
EDITOR:

Mr. Webb's letter in the Feb. 4 issue B•T concerning Mr. Grove's and NARTB's proposal to reduce operator requirements for low power broadcast stations fails to take into account the fact that broadcasting has progressed a long way from the day when the engineer assembled the transmitter at sign-on time every day and operating the 250 w transmitter required more adjustments and controls than the 50 kw of today.

Operating the low power broadcast transmitter has been reduced in complexity to a point where the controls to be adjusted actually number less than on some electric cook stoves, but the FCC license requirements have advanced to such a state that the 250 w transmitter operator must know how many interlaced scanning lines cross the mosaic of a TV camera tube, or how many microseconds long a blanking pulse or sync pulse is.

We can agree with Mr. Webb's statement about the shortage of men who can afford to work for the wages that the small station can pay, but we also believe he would

(Continued on page 14)


Supreme
dependability
...Will Save YOU Time and Money!
Model 300
STANDARD OF THE GREAT RADIO SHOWS
AMPEX
Magnetic Tape Recorders
AMPEX ELECTRIC CORPORATION . . . . . Redwood City, California

Open Mike

(Continued from page 12)

find a shortage of graduate electrical engineers who would be willing to work for a household cook's salary should the government rule that such skill is necessary to operate an electric range.

It is possible that some operators will lose their jobs, but a man who will sit and read comic books for eight hours a day doing transmitter watch while all that vast knowledge in his head deteriorates for lack of activity isn't very ambitious anyway and we believe a man who knows something and how to use it can always find a place to use it and get paid for it without getting under the wing of the FCC.

T. K. Vassy
General Manager
Chessley Hooper
Chief Engineer
WLBB Carrollton, Ga.

* * *

Suggestion Box

EDITOR:

An idea if you please: Why not a "National Radio Write-In Week" with plenty of publicity?

I suggest the last week in February with spot announcements across the country.

Is it worthy of a yearly promotion?

Lee Hollingsworth
President
WKBS Oyster Bay, N. Y.

* * *

Quick Look Misleading

EDITOR:

Was nettled by the heading on a small story in the Feb. 4 issue dealing with sales of radio and television sets in Canada. To one taking a quick look at the story headed "TV Going Up, Radio Down" it would appear that radio was losing out to television in Canada.

Nothing could be farther from reality.

In the first 10 months of 1951 less than 29,000 TV sets were sold. In the same time nearly 450,000 AM radio sets were sold. . . . AM radio is still going to be the most potent sales medium in Canada for a long time to come.

A. A. McDermott
Radio & Television Sales Inc.
Toronto

[EDITOR'S NOTE: The story said that TV set sales in 1951 (28,979) were bigger than in 1950 (19,183) and that, conversely, radio set sales in the same 10 months of 1951 (449,509) were less than in the similar period of 1950 (583,093). Though this publication joins with Mr. McDermott in believing radio is here to stay, the headline accurately stated the facts.]

* * *

Another Viewpoint

EDITOR:

Why doesn't BROADCASTING • TELECASTING do factual reporting and get *both* sides of the story?

Feb. 11—"WOW Strike Settled" WOW, WOW-TV lost 23 minu on both stations, and it was co mercial, not "sustaining." Al 12 NABET technicians are with jobs; the station is being opera by strike breakers and only a f NABET men—not "a full staff NABET technicians."

D. Roy Glanton
Ex-WOW Engineer
(After 23 years)
Omaha

[EDITOR'S NOTE: The item to wh Mr. Glanton refers was plainly labe as management's side of the story. T news arrived so late that B•T had go to press with it without solicit NABET's viewpoint. We are glad publish Mr. Glanton's version.]

* * *

Lips That Touch Liquor

EDITOR:

In the interest of getting t record straight on the KOME-ME difficulty which you covered your issue of Feb. 4, here is t rest of the story:

Before we purchased KOME, b after the FCC had approved o application for such permission, went to New York and discuss the whole situation with the st tion's relations people. We arriv at what we thought to be a *mod vivendi*, but the whole thing w knocked into a cocked hat by t sale of the *Game of the Day* Falstaff and the need for a Tul outlet which we did not feel could provide because of our owne ship by a school organization.

As to the sequence of events, is true that Mutual put us und a protective cancellation. It significant that the cancellati was dated Nov. 2, which was befo my trip to New York and befo our discussion for the purpose clarifying questions as to our st tion's policy. At the time of m visit, which was advised by Mutu I was told about the cancellati but assured that it was routi and for the purpose of making of us clarify the question.

On Monday, Jan. 28, 19 Mutual still told us that if would reconsider our ban on be they would like to do busine with us.

While technically the cancel tion was by Mutual, our fi refusal to carry the Falstaff p cipitated the action and caus them to carry through the ca cellation which was only protect at the time notice was given.

Incidentally, I wonder about t equity of the clause under wh this thing was done. After p chasing the station, our netwo contract has been on a 30-day ca cellation notice by the netwo From our side, however, couldn't get out under two yea That's a standard clause in contract.

Storm Whaley
Vice President
KOME Tulsa

[EDITOR'S NOTE: Mr. Whaley's le adds details to a story that was curately reported in B•T Feb. 4. fective March 2, KAKC Tulsa beco the Mutual affiliate because KO policies against alcoholic beverage vertising would prevent MBS getting into Tulsa with its beer-s sored "Game of the Day." KOME joined Liberty (see story this iss

17 OUT OF 18 PREFER WDAY, FARGO!

"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY; 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

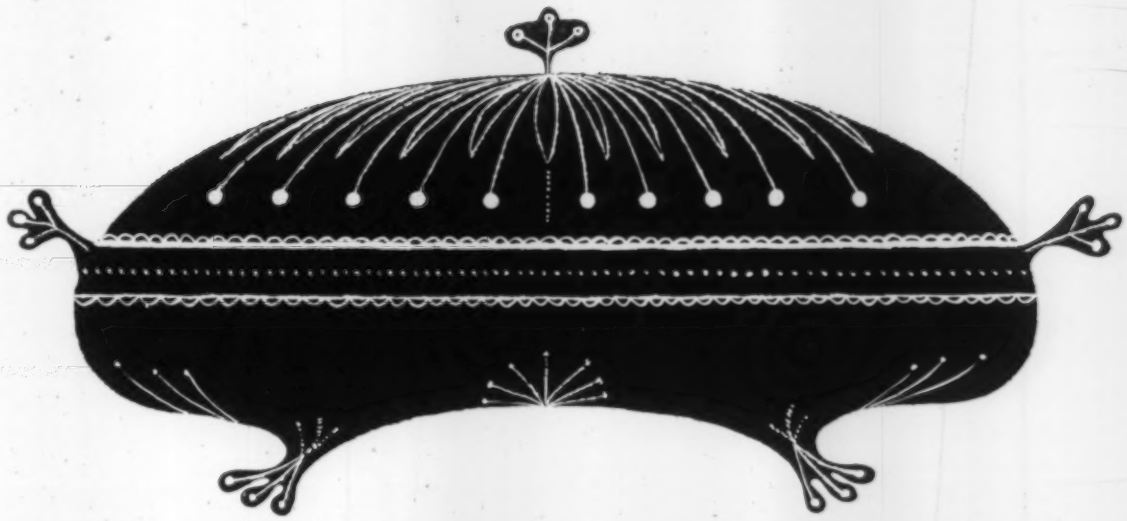
WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". *Here WDAY was a 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!*

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. *Get all the facts.* Write us direct, or ask Free & Peters!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives



A LA CARTE TELEVISION

Television, sponsors say, can be satisfying fare.

And Spot Program television lets you choose any item on the menu, cooks it to your taste and serves it exactly where you want it. Yet it costs no more than the regular "no substitutions permitted" dinner.

BUY TV BY SPOT and order only the markets you want. Forget "must" cities, "must" stations or minimum network requirements. You'll get top service from the stations you choose . . . uniform and pleasing picture quality for your programs. And when you get the bill, you'll find the savings in station rates are enough to pay for your film prints, their distribution and other costs, if any.

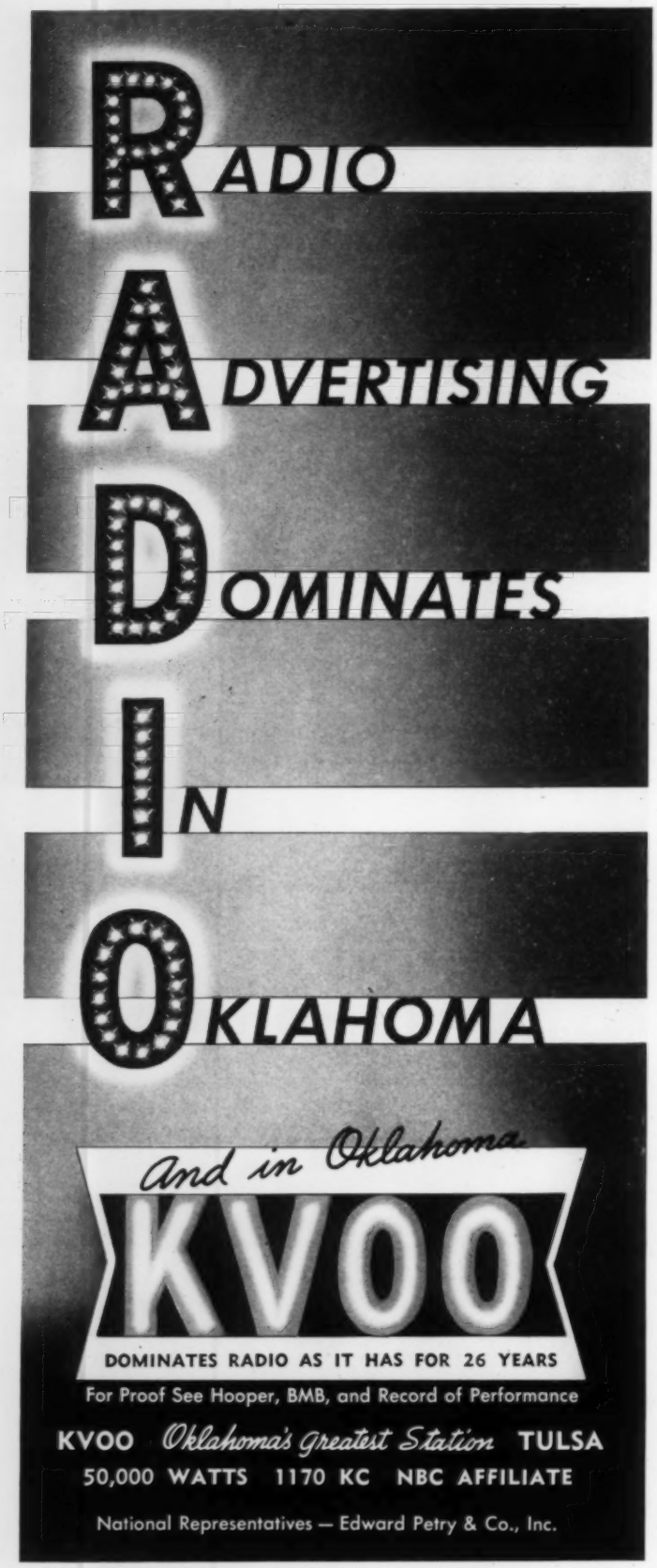
To discover how nourishing Spot Program television can be for your sales curve, just call the salesman at the Katz office and see what he can prepare for you. If you're like an increasing number of national advertisers, you'll go for it.

YOU CAN DO BETTER WITH SPOT . . . MUCH BETTER.

AT TABLE D'HOTE PRICES

THE KATZ AGENCY, INC • **NATIONAL ADVERTISING REPRESENTATIVES**

488 MADISON AVENUE • NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT



new business

Spot • • •

LAMOUR HAIR PRODUCTS Inc., N. Y. (Color Comb and Shamp Pads), effective tomorrow will launch advertising and promotion c paign using both radio and TV participations primarily on wom shows. Company, whose overall yearly advertising budget will re $150,000, will begin its program on metropolitan New York stations, panding to Philadelphia, San Francisco, and Los Angeles within t three months. Agency: Kenneth Rader Co., N. Y.

ILLINOIS MEAT Co., Chicago, will sponsor *The Johnson Family* in th markets effective today. Stations carrying the 45 minute morning s are WCBS New York, WTAM Cleveland and WXYZ Detroit. Agen Arthur Meyerhoff, Chicago.

CLINTON CLOTHING Co., L. A., begins sponsorship of *Madison Squ Garden*, half hour TV film series on KTTV (TV) Hollywood to and KFMB-TV San Diego March 7. Both contracts call for a series 13 weeks. Agency: Milton Weinberg Adv., L. A.

WESTON BISCUIT Co., Burbank, Calif., using TV film spot announ ments in six different languages over western stations for new f wrapped line of cookies. Agency: McNeill & McCleery, Hollywood.

Network • • •

BAUER & BLACK, Chicago (medical supplies), will sponsor a quart hour of *Howdy Doody* on NBC-TV for six weeks from April 16. Agen Leo Burnett, same city. B&B segment is aired Wed. 4:30-4:45 p.m. C Clients renewing portions of the show include **MARS Inc.**, Chic (candy), through Leo Burnett Co., Mon. 4:45-5 p.m. for 13 weeks fr March 3 and Wed. 4:30-4:45 p.m. for six weeks from March 5. KE **LOGG Co.**, Battle Creek (cereals), renews through Leo Burnett Co. Tues. and Thurs. 4:30-4:45 p.m. segments for 13 weeks from March while **INTERNATIONAL SHOE Co.**, St. Louis, through Henri, Hurst McDonald, Chicago, renews alternate Wed. 4:45-5 p.m. portion fr Feb. 22 for 52 weeks.

KELLOGG Co. (Corn Pops, Rice Krispies, Corn Flakes), Battle Cre Mich., renews *Wild Bill Hickok* on 516 MBS stations, thrice wee 5:30-5:55 p.m. (each local time zone), for 13 weeks from March Agency: Leo Burnett Co., L. A.

CALIF. SPRAY CHEMICAL Corp., Richmond, Calif. (garden chemica signs 26-week contract for sponsorship of Ortho Garden Guide w Norvell Gillespie, thrice-weekly show on 25 Don Lee Network stati Agency: McCann-Erickson, S. F.

CHEMICALS Inc., Oakland, Calif. (Vano products), signs 52-week c tract for sponsorship of Mel Venter's *Breakfast Gang*, half-hour Mon through Saturday variety program, on full 45 station Don Lee Netw Agency: Sidney Garfield & Assoc., S. F.

GREEN GIANT Co. (Corn and Peas), Le Sueur, Minn., starts *Life W Linkletter* on ABC-TV on weekly basis, Fri., 7:30-8 p.m. (PST), 13 weeks from March 14. Show currently seen alternate weeks. Agen Leo Burnett Co., L. A.

Agency Appointments • • •

MOTOROLA-NEW YORK Inc., names Getschal & Richard Inc., same c

ADAM HATS, N. Y., appoints Hirshon-Garfield Inc., same city, advertising of wholesale, retail and Adam Hat Agency division.

REHRIG MFG. Co. (Whitehouse dressing, mayonnaise), L. A., na Davis & Co., L. A.

WORSTED DIV. of Pacific Mills, N. Y., appoints Foote, Cone & B ing, same city, effective March 1.

HANSCOM BROS. Inc. (bakers), Phila., reappoints Buckley Orga tion, same city.

ATLANTIC PRODUCTS Corp., Trenton, N. J. (luggage), names A son & Cairns, N. Y.

SAV-ON DRUG Co., L. A., names Ruthrauff & Ryan, Hollywood.

(Continued on page 52)

ANY Time Is GOOD TIME On KRNT DES MOINES!

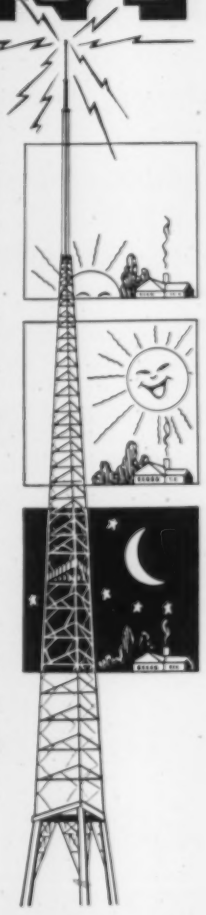
BOX SCORE

MORNING — 22 first (1 tie) out of 22 rated periods.

AFTERNOON — 21 firsts and 3 seconds out of 24 rated periods.

EVENING — 47 firsts, 16 seconds out of 70 rated periods.

Every KRNT personality show and news period out-Hoopers every competing show in Des Moines! These ratings are proof conclusive that KRNT never was better — never a better buy! By every standard of comparison, KRNT is one of the great stations in the nation. We're big and growing bigger in a big market . . . FAST.



and Here's Why . . .

KRNT . . . FIRST
in morning audience!

KRNT's audience (42.3% share) is 114.7% greater than the No. 2 station, and is 19.8% larger than the combined total of the No. 3, 4, 5 and 6 rated stations . . . is 24.8% greater than No. 2 and 3 stations combined.

KRNT . . . FIRST
in afternoon audience!

KRNT's audience (46.2%) is 90.9% greater than the No. 2 station, and is larger than the combined total of No. 2, 3, and 4 rated stations.

KRNT . . . FIRST
in evening audience!

KRNT's audience (36.5%) is 39.8% greater than the No. 2 station. . . is 112.2% greater than the No. 3 station . . . is larger than the combined total of No. 3, 4, 5, and 6 rated stations.

KRNT . . . FIRST
in total rated time periods!

KRNT's audience (40.5%) is 73.1% greater than the No. 2 station, and is greater by 17.7% than the total of No. 3, 4, 5, and 6 stations combined.

BUY THAT Very highly Hooperated, Sales results premeditated, CBS affiliated Station in Des Moines!

KRNT DES MOINES

THE REGISTER AND TRIBUNE STATION

BUY THAT *KNOW-HOW GO-NOW* STATION WITH THE FABULOUS PERSONALITIES AND ASTRONOMICAL HOOPERS

Represented by THE KATZ AGENCY . . . SOURCE: C. E. HOOPER DES MOINES AUDIENCE INDEX, OCTOBER-NOVEMBER, 1951

Point of Sale . . .

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Mal Glascock has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country . . . you'll find WRC's **results** are a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON
WRC NBC
5,000 Watts • 980 KC

Represented by NBC SPOT SALES

feature of the week

IT ALSO was "with pleasure" that WHK Cleveland's Sales Promotion Manager L. C. Oswald received the following letter from David B. Sankey, sales manager, The Charles A. Peterson Co., processors of nut meats:

"It is with pleasure that we advise you that our sales volume increased 20% in November and December 1951 over the year of 1950 for the same period. We conservatively attribute this increase to the very fine job of selling that both your station and Bill Gordon have done."

The letter goes on to commend the station, concluding that the "service and attention enabled us to break an all-time record for the month of December."

Mr. Oswald explained that the Peterson company used WHK and *The Bill Gordon Show* for a holiday campaign which relied only upon radio. The firm purchased eight spots weekly for seven weeks, Nov. 5 to Dec. 21. Five spots were placed on the show 8:05-8:20 a.m., Monday through Friday, and three additional spots at 6:15 p.m., Monday, Wednesday and Friday.

"It's the nuts," concludes Mr. Gordon (r), in receiving good news from Mr. Sankey.

* * *

The firm is a saturation announcement user of experience. In 1950, the Charles A. Peterson Co. bought a package on the same show for the month of December. Then, Mr. Gordon delivered a $1,200 order with one spot announcement plus a 25% increase in counter trade with an average of four to six telephone orders per day, Mr. Oswald notes.

strictly business

HOWARD B. MEYERS

THIS is the bicarbonate year for radio, which is currently relieving itself of indigestion and heartburn caused by the fear of television.

So says Howard (Howdy) Benton Meyers, Chicago manager of the O. L. Taylor Co., who sees a healthier glow in radio now that the TV-flush has gone, replaced by clear thinking and basic planning.

Mr. Meyers, who sells radio by not under-selling television, knows the merits and demerits of any product with which he deals, as well as those of the competition.

He learned this type of comparative salesmanship in high school days on Chicago's South Side, when he moved up from potato boy (filling little bags from big ones) to delivery truck driver, topping his grocer apprenticeship by learning how to chop up and form a crown roast. His business inclinations ran counter to the more conventional approach of his father, a professor of geology at the U. of Chicago, and his mother, who had been a grammar school principal.

On his first fulltime job ($25 a week in 1931), he checked ad lineage for Stack-Goble Agency, where he also learned a bit about radio merchandising before studying production and printing at a photoengraving plant. A switch to the Moe Annenberg organization (*Racing Form, Screen Guide, Radio Guide, Action Detective*) handling editorial promotion for *Radio Guide* resulted in half a dozen "permanent" moves to Philadelphia from

(Continued on page 68)

IF YOU'RE INTERESTED IN SPRING...

Your Spring Campaign Should Include the Great Milwaukee Market — Where Total Retail Sales Rank Among the Highest in the Nation.

And WISN's Big Audience Plus Listener-Confidence Assures You of Real Results in Milwaukee. Call Your Katz Man Today!

You'll Like Doing Business With WISN.

IN MILWAUKEE THEY LIS'N TO
WISN CBS
5000 WATTS
Represented by KATZ Agency

a power for the power industry

On January 22, 1952, WBT's Director of News and Special Events—Jack Knell—celebrated his tenth year as the radio voice of the Carolinas' mammoth and ever-growing Duke Power Company. Jack's 69% Share of Audience at 12:35 P. M. is closely rivaled by his 61% at 6 P. M.—two significant examples of the power of WBT local personalities—and WBT itself.

COLOSSUS OF THE CAROLINAS

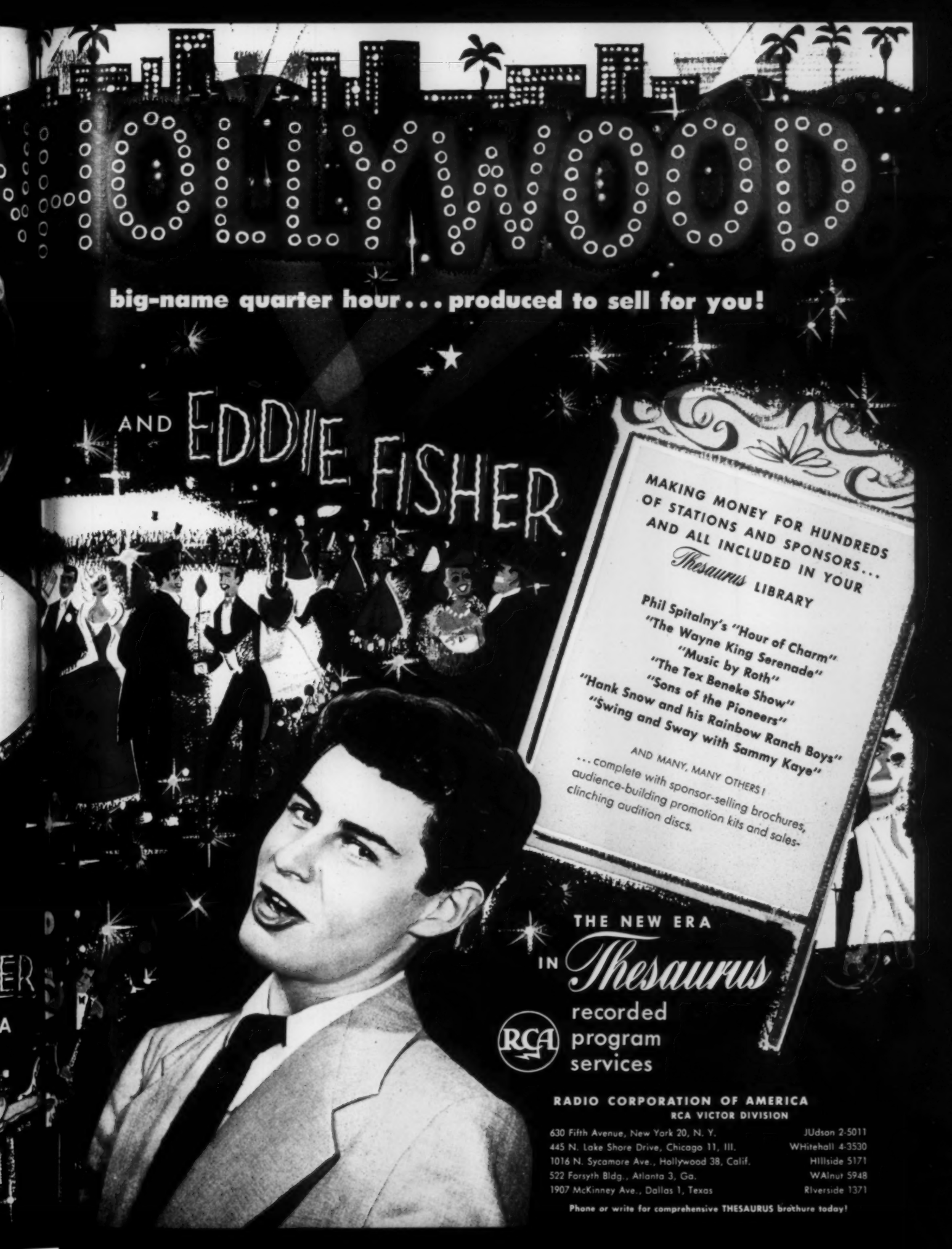
WBT

CHARLOTTE, NORTH CAROLINA

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales

New radio-musical extravaganza!
Thesaurus
presents
STARRING GLORIA DE HAVEN
WITH HUGO WINTERHALTER
AND HIS ORCHESTRA
GLITTERING, GLAMOROUS NEW SHOWCASE FOR YOUR SPONSOR'S PRODUCT!
Here's glamorous GLORIA DE HAVEN—soaring young Hollywood star. . . . Here's sure-fire EDDIE FISHER—one of the top male vocalists in Billboard's latest disc jockey poll! And hit-recording artist HUGO WINTERHALTER as maestro and host!
Put your listeners in the midst of Hollywood for a romantic date with the stars. The pulling power of this sensational young pair more than doubles when they're heard singing duets!
Another big-name THESAURUS show to earn talent fees as well as time charges for your station. A quarter-hour program bringing Hollywood and big-name stars to your sponsors and listening family.


HOLLYWOOD
big-name quarter hour . . . produced to sell for you!
AND EDDIE FISHER
MAKING MONEY FOR HUNDREDS OF STATIONS AND SPONSORS . . . AND ALL INCLUDED IN YOUR Thesaurus LIBRARY
Phil Spitalny's "Hour of Charm"
"The Wayne King Serenade"
"Music by Roth"
"The Tex Beneke Show"
"Sons of the Pioneers"
"Hank Snow and his Rainbow Ranch Boys"
"Swing and Sway with Sammy Kaye"
AND MANY, MANY OTHERS!
. . . complete with sponsor-selling brochures, audience-building promotion kits and sales-clinching audition discs.
THE NEW ERA IN Thesaurus recorded program services
RCA
RADIO CORPORATION OF AMERICA
RCA VICTOR DIVISION
630 Fifth Avenue, New York 20, N. Y. JUdson 2-5011
445 N. Lake Shore Drive, Chicago 11, Ill. WHitehall 4-3530
1016 N. Sycamore Ave., Hollywood 38, Calif. HIllside 5171
522 Forsyth Bldg., Atlanta 3, Ga. WAlnut 5948
1907 McKinney Ave., Dallas 1, Texas RIverside 1371
Phone or write for comprehensive THESAURUS brochure today!

"KWKH for coffee and lumber"

Says Q. T. HARDTNER, JR.

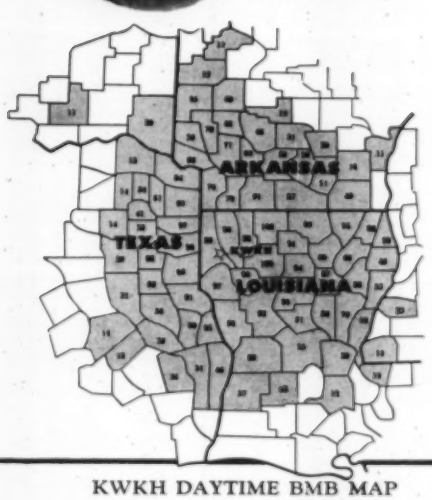
President, Ocean Coffee Co. and Hardtner Lumber Co.

IMPORTANT LOUISIANA MERCHANDISER

As the owner of both a highly successful coffee company and an equally successful lumber operation, Mr. Q. T. Hardtner, Jr. is doubly qualified to judge KWKH's selling power in the important Louisiana-Arkansas-Texas area. This is what he recently wrote us:

"Obviously builders and housewives are vastly removed from each other in their buying habits; however, I have for the past four years used KWKH-built programs to successfully promote both Ocean Coffee and Hardtner's Urania Lumber and have enjoyed considerable sales success with both. I am convinced that KWKH is Ark-La-Tex's as well as Shreveport's favorite radio station. In addition to my regular KWKH programs, I have also used KWKH's Louisiana Hayride on Saturday nights and especially recommend it to reach the big Ark-La-Tex market.

(Signed) *Q. T. Hardtner, Jr.*"



KWKH DAYTIME BMB MAP

Study No. 2—Spring 1949

KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH

A Shreveport Times Station

50,000 Watts · CBS · SHREVEPORT

Texas
LOUISIANA
Arkansas

The Branham Company
Representatives

Henry Clay, *General Manager*

BROADCASTING

VOL. 42, No. 7 FEBRUARY 18, 1952

RADIO SALES UP

Networks Off to $31 Million Start in '52

A HEALTHY upsurge in radio network business was noted last week, with three networks reporting that already this year they have sold new time and renewed existing contracts representing annual gross billings substantially in excess of $31 million.

In what was taken as further evidence of an increasing advertising swing back to radio, the total estimate of network billings reflected in sales and renewals thus far in the young new year was reported as follows:

- CBS Radio — Almost $15.5 million.
- MBS — Approximately $9.5 million.
- ABC radio—Approximately $6.5 million.
- NBC radio, though it did not enumerate either its renewals or its new contracts as signed to date in 1952, early in January had reported renewals of eight evening shows representing $5,798,000 in annual gross billings [B•T, Jan. 7]. It also was known that some of NBC radio's major contracts do not come up for renewal until June.

In a statement announcing CBS Radio's new and renewed business, John J. Karol, vice president in charge of network sales, asserted:

"This outstanding sales report for CBS Radio for the first month of 1952 is further evidence that advertisers, in their re-evaluation of all advertising media, are more and more convinced that radio still is their best buy in terms of cost, circulation and audiences delivered."

Overcoming Resistance

Officials of other networks also regarded 1952's activity in network time sales as further progress in overcoming the resistance which many advertisers were exhibiting toward radio last spring.

CBS Radio's total new sales and renewals thus far this year covered 12 sponsors who bought new time for a total of 13 shows, plus 12 sponsors who renewed 20 existing shows.

The contracts placed by CBS Radio were listed as follows:

New business since the first of the year includes Campana Sales Co. for *Sunday News Special;* Ferry-Morse Seed Co. for *Garden Gate;* General Foods for *Mr. Chameleon* and *Sanka Salutes;* General Motors for two one-time broadcasts of *Peggy Lee Show;* the Kellogg Co. for *Carl Smith.*

Gillette Safety Razor, for the Orange Bowl game; Lever Bros. for *Big Town;* Pepperell Mfg. Co. for a one-shot of *Red Skelton Show;* Philip Morris for *Philip Morris Playhouse on Broadway;* Wander Co. for 15 minutes of *Arthur Godfrey Time* on alternate days; Admiral Corp. for *World News With Robert Trout;* and American Safety Razor Corp. for 12 programs of the *Red Skelton Show.*

Program renewals were made by Campana Sales Co. for *Bill Shadel and the News;* General Foods Corp for *Renfro Valley;* Thomas J. Lipton Div. of Lever Bros. for *Arthur Godfrey and His Talent Scouts;* and Lever Bros. for *Lux Radio Theatre.*

Other renewals included Longines-Wittnauer Watch Co. for *Symphonette* and *Choraliers;* Metropolitan Life Insurance Co. for *Allan Jackson and the News;* and on the Pacific Coast, Mennen Co. for Frank Goss News' program; North American Van Lines for *Fan Mail;* and Peter Paul Inc., *Dave Vaile—News.*

Procter & Gamble Co. renewed *Rosemary, Big Sister, Ma Perkins, Young Dr. Malone, Guiding Light,* and *Brighter Day;* Sterling Drug Co., *Pursuit;* Toni Co., *Grand Central Station;* and Wm. Wrigley Jr. Co. *Gene Autry Show* and *Life With Luigi.*

Mutual, which said its $9.5 million estimate represented only the number of weeks involved in each contact, reported the following new business:

Kraft Foods Co. for half of *Bobby Benson Show* (for 26 weeks), and for increase from two to three days a week of *Queen for a Day* (also 26 weeks); Kellogg Co. for *Carl Smith* (50 weeks); R. J. Reynolds Tobacco Co. for *Ken Carson Show* (52 weeks); Murine Co. *Gabriel Heatter News;* Benjamin Moore Co. for *Your Home Beautiful;* S. C. Johnson & Son for *Headline News,* five-minute morning strip; *Capitol Commentary,* 10-minute strip; *Headline News,* five-minute afternoon strip; *Cecil Brown Commentary,* five-minute strip, and four Saturday news shows (52 weeks).

Sterling Drug for *John J. Anthony Hour* (52 weeks). CUNA Mutual Insurance Society, for *Gabriel Heatter* (52 weeks); American Protam Co. for *Health Quiz* and three Sunday shows (total 52 weeks); Olsen Rug Co. for *Gabriel Heatter* (6 weeks); Falstaff Brewing Co., for *Game of the Day* 29 2/7 weeks); Buick Motors for *Fulton Lewis* and *Mutual Newsreel* (1 time).

Mutual renewals were listed as follows:

American Federation of Labor for *Frank Edwards—News* (52 weeks), P. Lorillard Co. for part of *Queen for a Day* (52 weeks); Pal Blade Co. for *Rod and Gun Club of the Air* (52 weeks); Johns Manville for *Bill Henry*

(Continued on page 38)

TV Allocations Supplement

AS A service to subscribers, and in keeping with our "full text" policy on all important news events, BROADCASTING • TELECASTING will publish in complete text the FINAL TELEVISION ALLOCATIONS REPORT promptly upon its release by the FCC.

The ALLOCATIONS REPORT will be delivered WITHOUT CHARGE to the 16,000 subscribers as a supplement to the regular weekly BROADCASTING • TELECASTING. Extra copies of the PRINTED text will be available as long as the supply lasts, at $3 each.

SEASONAL CAMPAIGNS

Plans Set Early

By FLORENCE SMALL

SURPRISINGLY early and with record-promising outlays, spring and summer seasonal advertisers are feverishly lining up their campaigns, with a major part of the allocations slated for radio.

Those were the significant results of a survey conducted by BROADCASTING • TELECASTING last week.

Park & Tilford (Tintex dye), New York, for one, will be expanding by almost double its last spring's campaign when it launches a radio spot schedule from coast to coast in mid-February in more than 175 markets. Contracts range from 10 to 13 weeks. Storm & Klein, New York, places the spring and fall schedules for the product.

Ice cream accounts are also beginning actively to plan their summer campaigns. Eskimo Pie (ice cream bars) which used 50 radio cities last year, will use this year at least that many markets and perhaps more than that number, W. W. Wade, advertising manager of Eskimo Pie Corp., told BROADCASTING • TELECASTING. The spots will start in some markets in late March and in others in April, with varying contracts from four to eight weeks. Television spots also will be employed in about 10 markets. Buchanan & Co., New York, is the agency.

Another iced confection account, Joe Lowe Inc. (popsicle), Chicago, is planning to start sponsorship of a quarter-hour radio show featuring Buster Crabbe, effective early in June, for 13 weeks. Blaine-Thompson, New York, is the agency.

Frostee Schedules

Lipton's Frostee, New York, probably will use a radio one-minute schedule of transcriptions starting June 16 and extending through Aug. 1, using more than 225 stations in 120 radio markets. Ruthrauff & Ryan, New York, is the agency. Television is under consideration too.

Another seasonal advertiser—one, in this case, whose budget will be increased by about 30% over last year—is the Fred Fear Co., Brooklyn, makers of Easter egg dye. This season the allocation will go into short-term network buys. Two programs already contracted for are *Stop The Music* on ABC radio and *Under Arrest* on MBS, with a third network show still being contemplated. Last year the advertiser used spot radio. Campaign starts two weeks prior to Easter. Hilton & Riggio, New York, is the agency.

For the 24th successive year, Benjamin Moore & Co. (paints), New York, will turn to radio to promote its products, starting March 1 on Mutual network with its *Your Home Beautiful* (Saturdays, 11-11:15 a.m.). St. George & Keyes, New York, is the agency.

Another perennial seasonal client, the Ferry-Morse Seed Co., Detroit, is using CBS Radio for the eighth consecutive year during the pre-planting season. Firm sponsors *Garden Gate* on CBS Radio for 14 weeks effective Feb. 16 (Saturdays, 9:45-10 a.m.). Mac

(Continued on page 38)

NARTB CONVENTION

Engineering Part Set

A VARIETY of subjects ranging from UHF television to problems of small TV station operations emerge as highlights on the tentative agenda planned for the sixth annual engineering conference to be held concurrently with the NARTB convention in Chicago March 31-April 2.

Topics were arranged by Neal McNaughten, NARTB engineering director, with engineering-management registration slated for Sunday, March 30 at Exhibition Hall in the Conrad Hilton Hotel.

An elaborate cross-section of radio-TV broadcasting subjects has been blueprinted, with delegates of both the engineering and management conferences taking part in the two luncheon sessions. Television will dominate the engineering meet, with full promise of extensive exhibits by leading electronic manufacturers. Emphasis will be on "heavy" exhibits. Arthur Stringer, NARTB, is again coordinating convention planning.

Top luncheon speaker at the joint management-engineering luncheon on Tuesday will be NARTB President Harold E. Fellows. FCC Chairman Wayne Coy is tentative Wednesday luncheon speaker. The small TV operations symposium will highlight the Wednesday evening banquet session.

Three-day engineering sessions will be kicked off on Monday, March 31, with a TV panel on control room layouts, UHF transmitters, master control and camera switching. J. R. Poppele, vice president in charge of engineering, WOR-TV New York, will preside.

'Roaring Twenties' Luncheon

Delegates will then break up for a "Roaring Twenties" buffet luncheon in Exhibition Hall.

Orrin Towner, technical director of WHAS-AM-TV Louisville, Ky., will preside over the afternoon meeting touching on advances in equipment design, improvements in TV film reproduction, 16 mm film projectors and methods of controlling and improving video signals.

More technical aspects will be broached in the Tuesday morning session under Frank Marx, vice president in charge of engineering for ABC. During this period new 5 kw and 10 kw transmitters and audio consoles will be discussed.

Engineering delegates will join in the luncheon session to be held in the Grand Ballroom, with NARTB President Fellows as speaker. A special feature will be "The First 30 Years are the Easiest."

William B. Lodge, CBS vice president for engineering, will serve as chairman for the afternoon engineering session. Slated for discussions are such topics as TV lighting, broad band transmission research, construction and operational economics of TV broadcasting, and a talk on planning and installation of Argentina's first video outlet.

Antenna characteristics, UHF propagation and studio equipment planning will be under study in the Wednesday morning conclave under chairmanship of Raymond F. Guy, NBC radio and allocation engineering manager. Once again engineering delegates will break to join in the joint luncheon.

Plan UHF Session

The afternoon period will be devoted to UHF TV, with Stuart Bailey, Jansky & Bailey, consulting engineers, as chairman. Representatives of Westinghouse Radio Stations Inc., RCA, General Electric Co. and Allen B. DuMont Labs are expected to participate.

Convention banquet in the Grand Ballroom Wednesday evening will be highlighted with the symposium on "Small Television Operations." Col. John H. DeWitt, president of WSM-AM-TV Nashville, Tenn., will preside.

Participating will be Frank P. Bremmer, WATV (TV) Newark; Nevin Straub, WJAC-TV Johnstown, Pa.; R. A. Isberg, KRON-TV San Francisco (tentative), and J. E. Mathiot, WGAL-TV Lancaster, Pa.

Tentative engineering agenda for the convention in Chicago follows:

MONDAY, MARCH 31, 1952

Morning Session 9:45 a.m.

Presiding: J. R. Poppele, Vice President in Charge of Engineering, WOR-TV New York

Television Control Room Layouts
By: Rodney Chipp, Director of Engineering, DuMont Television Network

UHF Transmitters and Antennas
By: John E. Young, Manager, Broadcast Transmitter Engineering Section, RCA

Television Signal Switchboard for Studio and Master Control
By: H. Thomas, Federal Telecommunication Labs

Television Camera Switching
By: Allen A. Walsh, NBC

12:00 Noon—Roaring Twenties Buffet Exhibition Hall

Afternoon Session 2 p.m.

Presiding: Orrin Towner, Technical Director, WHAS, WHAS-TV Louisville, Ky.

Advances in Television Equipment Design
By: L. L. Pourciau, General Precision Laboratory

Improvements in Television Film Reproduction
By: V. J. Duke and K. W. Mullenger, NBC

A New Television Camera
By: John Roe, RCA

A Synchro-Lite Powered 16MM Film Projector for Television
By: R. E. Putnam, GE

Methods of Controlling and Improving Video Signals
By: R. Betts, Allen B. DuMont Labs

TUESDAY, APRIL 1, 1952

Morning Session 9:45 a.m.

Presiding: Frank Marx, Vice President in Charge of Engineering, ABC

Dynamic Measurement of Base and Circuit Operating Impedances in a Directional Array
By: Walter F. Kean, Consulting Engineer

Mechanical and Electrical Design Consideration in Speech Input Systems of Highest Fidelity
By: Norbert L. Jochem, Chief Audio Frequency Engineer, Gates Radio Co.

New 5 kw and 10 kw Transmitters
By: L. K. Findley, Broadcast Development Engineer, Collins Radio Co.

New Audio Consoles for AM-FM-TV
By: John Hilliard, Chief Engineer, Altec Lansing Corp.

12:30 p.m.—Joint Luncheon in Grand Ballroom

Speaker: Harold E. Fellows, President, NARTB

Special Feature: "The First Thirty Years Are the Easiest"

Afternoon Session 2 p.m.

Presiding: William B. Lodge, Vice President in Charge of Engineering, CBS

(Continued on page 40)

ET IDENTIFICATION

Drop Rule—NARTB

ELIMINATION of the FCC regulation calling for use of announcements identifying recorded programs and spots was advocated Thursday by the NARTB radio board meeting at Bandera, Tex.

In view of the extensive use of recording techniques and broadcasting, the board felt stations and networks should no longer be required to use the cumbersome announcements specifying that programs are electrically-transcribed.

Resolution calling for this board action was taken at the suggestion of Michael R. Hanna, WHCU Ithaca, N. Y. It was unanimously adopted by the radio directors.

Only exception would be in the case of news and commentary programs. The board felt that news programs should be identified by an appropriate word such as "delayed" if the newscast or commentaries are transcribed.

Rule Eased Some

The transcription announcement rule has been eased somewhat during the last two decades but the directors felt the present requirement is not in line with progress of the broadcasting arts.

In the news field, the directors adopted a resolution calling on wire services to reappraise their "Hold for Release" practices. National Assn. for Radio News Directors recently adopted a resolution to this effect and the NARTB board endorsed it, feeling some present release practices discriminate against radio. Harold Essex, WSJS Winston Salem, N. C., introduced the wire service resolution.

Removal of FCC discrimination against smaller broadcast stations, as proposed by a special committee headed by William C. Grove, KFBC Cheyenne, Wyo., was favored by the radio board. Mr. Grove reviewed progress of his committee in working with the FCC on the subject. He said no other class of station, including aeronautic beacons, must have a first class operator on duty at the transmitter.

Original Request in 1950

Originally, temporary suspension of the FCC requirement had been asked in 1950 at the time of the Korean outbreak, similar to the section 91C policy during World War II. Now, however, the board is seeking permanent change.

Extension from 30 to 120 days and cases requiring temporary release was granted in 1950 at committee suggestion.

Mr. Grove said it was possible that an FCC hearing would be held within the next six months unless

(Continued on page 40)

Drawn for BROADCASTING • TELECASTING by Sid Hix

"I wonder if perhaps we're not carrying this code to extremes."

CODE REVIEW BOARD

Approved by NARTB at Lost Valley

By J. FRANK BEATTY

OPERATION of the NARTB Television Code, setting up one of the strongest self disciplining weapons in American Industry, will be guided by a five member committee of practical telecasters.

Membership of the code review board, which takes office March 1 simultaneously with operation of the code itself, was approved last week by the NARTB combined radio and television board at their joint meeting held at Lost Valley Ranch, Bandera, Tex. (see TV board of directors story page 36).

The new board is co-ed, consisting of four men and one woman. The appointment of a woman, the mother of three children, was an obvious gesture to bring into the code's operation the family and home viewpoint, giving balance to the structure.

Mr. Fetzer

The members of the review board are as follows:

John E. Fetzer, owner of WKZO-TV Kalamazoo, chairman.

J. Leonard Reinsch, vice president of WSB-TV Atlanta and general manager of the Cox Radio-TV properties, vice chairman.

Mrs. A. Scott Bullitt, owner of KING-TV Seattle.

Walter J. Damm, vice president and general manager of WTMJ-TV Milwaukee.

Ewell K. Jett, vice president and general manager of WMAR (TV) Baltimore.

Geographically, this committee is representative of all parts of the county—North, West Coast, East, Southeast, and South.

Wide Experience Cited

Then, too, the review board comprises extensive experience in both radio and television operation. The membership comprises persons who have been active in all phases of radio-TV operation. They know station operating problems and they represent knowledge of industry problems and their relation to the nation as a whole.

Harold E. Fellows, NARTB president, selected the review board membership and the board gave its approval Thursday afternoon. All five are first choices since no turndowns were received when the appointees were contacted.

To this board falls the job of watching operation of the TV code. Its members receive no compensation. They will hold at least five meetings a year and study carefully the way TV subscribing stations adhere to the code. They will screen complaints from the public and draw up recommendations for the TV board of directors. This top board has the job of administering penalties.

Three of the five review board members—Messrs. Fetzer, Reinsch and Damm—have served on the association board of directors in past years. Mr. Damm is a former NAB president (1930-1931). Mr. Jett served as an FCC commissioner before taking over management of WMAR (TV) Baltimore.

Mr. Damm

Mr. Jett

Approval of the code review board membership was only one of a series of actions taken by the combined radio and TV board. Isolated on a ranch far in the desert hills northwest of San Antonio, the directors met without the interruptions that mark meetings held in major cities. They caucused and huddled at meal time and into the night, working out industry policy and problems.

The combined boards showed their appreciation of Judge Justin Miller's services to the association and to broadcasting and television in general. When he joined NARTB in 1945 Judge Miller gave up a lifetime post on the federal bench, with its remunerations. He served until last June at $50,000 a year. At this time his salary became $35,000 under a downward escalator pattern, with his title changed to chairman of the board and general counsel. The plan adopted a year ago provided that he would receive $25,000 in his third year of a three-year contract ending in June 1954.

While details have not been worked out, the directors agreed some form of pension should be set up. Judge Miller is serving as part time chairman of the Salary Stabilization Board in Washington and has been mentioned actively as a Presidential appointee to the Attorney Generalship or a prominent diplomatic post.

Merit Increases

C. E. Arney Jr., NARTB secretary-treasurer, was elected for another year. President Fellows' proposals for general staff merit increases at all levels were endorsed by the finance committee and unanimously approved by the board.

The combined board took a step designed to restrict some of the association's benefits and services to the paying membership. It was decided that only NARTB members may attend the NARTB portion of conventions and district meetings in 1952.

This was interpreted to mean that broadcasters and telecasters attending the Chicago convention and the summer-fall district meetings would be permitted to attend meetings programmed by BAB, for example, but would not be eligible to attend other sessions.

It was decided to permit only NARTB members, including associates, to exhibit at the annual convention.

The combined board gave final approval to the new combination dues structure (see separate story).

An annual budget for the fiscal year April 1, 1952-March 31, 1953, was approved. As now estimated the budget will now total around $540,000. The association was felt to be in sound financial shape after nine months of administration by President Fellows.

Mrs. Bullitt

Mr. Reinsch

Program for the March 31-April 2 convention in Chicago calls for a TV business meeting on the morning of March 31 with parallel FM business session.

The annual show of equipment will be opened with a bang in the Exposition Hall of the Conrad Hilton Hotel, featured by a "roaring twenties buffet" (see story on engineering convention plans, page 24).

In the afternoon the convention will be called to order by James D. Shouse, chairman of the convention committee. President Fellows will take over the business meeting and after brief ceremonies BAB will start its program, occupying the entire afternoon.

Tuesday's program calls for general session on "Signs of the Times", covering legislation, critical materials and related problems. President Fellows will address the Tuesday luncheon on the topic, "The First 30 Years Are the Easiest," symbolical of the thirtieth anniversary theme that will mark the convention. Tuesday afternoon will be devoted to work shop session on rates, management, politics and audience promotion.

The annual Radio Pioneers Dinner will be held Tuesday night.

Wednesday opens with a general session with a discussion theme. A panel of "veteran" telecasters will tell all about operating problems, sales, wages, promotion, programming, rates and construction

(Continued on page 36)

DUES PLAN

Seen Aiding Increase In Membership

APPROVAL of a combination dues plan for NARTB membership, providing substantial discounts for operators of more than one radio and/or television station, is expected to bring the association's rollcall to the highest level in recent years, board members felt last week as they wound up a three day joint meeting at Bandera, Tex.

AM membership is already hovering around the 1,000 mark, with another 375 or so FM stations and 86 organizations (including four networks) and 59 firms serving broadcasters and telecasters, bringing the overall membership around the 1,500 mark.

This marks a sharp upturn in membership during the month since Harold E. Fellows assumed the NARTB presidency. The job of recruiting new members is in the charge of William T. Stubblefield, director of the Station Relations Dept., and William K. Treynor, assistant director. Both have been on the road since the first of the year.

The new combination dues plan carries discounts ranging from 10% to 25%, provided all units owned and/or operated by the same company are members. The plan does not apply to network dues.

Operators of two stations would receive a 10% discount on their total bill; three units, 15% discount; four units, 20%, five units or more, 25%.

A new Membership Committee was appointed by President Fellows to direct the continuing drive for members. H. Quenton Cox, KGW Portland, Ore., was named chairman. Radio members of the committee are Thad Holt, WAPI Birmingham; Richard M. Fairbanks, WIBC Indianapolis; Kenyon Brown, KWFP Wichita Falls, Tex.; Calvin J. Smith, KFAC Los Angeles; Jack Todd, KAKE Wichita. TV members are Clair R. McCollough, WGAL-TV Lancaster, Pa., and Paul Raibourn, KTLA Los Angeles.

A special committee will be named in connection with combination dues. This group will review cases where ownership status is in doubt to determine whether joint fees should be paid.

Monthly radio dues from member stations run over $39,000. Under this combination dues plan, possibly $1,400 a month would be cut from this sum, or a total of around $38,000.

Monthly television income from present members is estimated

(Continued on page 32)

ZIV SALES SOAR

To 317 for 'Communist' Series

LARGEST individual sale of the Frederic W. Ziv Co.'s transcribed-syndicated, *I Was a Communist for the FBI* series was completed last week when the Jacob Schmidt Brewery of St. Paul, Minn., bought the show for broadcast in 50 markets.

Executed through Ruthrauff & Ryan's Chicago offices, the sale includes every radio market in Minnesota with the exception of Duluth, a total of 33 stations. Also included are five markets in North Dakota: Fargo, Grand Forks, Bismarck, Minot and Williston; four in South Dakota: Aberdeen, Watertown, Pierre and Mitchell; and eight in Iowa: Dubuque, Mason City, Waterloo, Carroll, Oelwein, Spencer, Ft. Dodge and Estherville.

Sales for 63 new markets were totalled during the week raising to 317 the number of cities for which the anti-communist series is scheduled. Sales goal set by the Ziv Co. is 400 markets by March 30, release date of the first program.

Other sponsors signed throughout the week for broadcasts over WEOA Evansville, Ind., WKWF Key West, Fla., WTAX Springfield, Ill., WKHM Jackson, Mich., and WHBF Benton Harbor, Mich. Station purchasers included WINZ Miami, KYAK Yakima, Wash., KARK Little Rock, and KENI Anchorage, Alaska.

In the previous fortnight the Ziv company had announced sales to the McClatchy stations—KFBK Sacramento, KWG Stockton, KMJ Fresno and KERN Bakersfield, Calif.

Rubel Baking Co., through Leonard Sive Agency, also purchased the program for Cincinnati, home city of the Ziv company. Station purchasers included WRNL Richmond, Va., and WHBF Rock Island, Ill.

Program also has been lined up by Ballou, Johnson & Nichols Co. for WEAN Providence, Missouri Radio Center over WRHC Jacksonville, Fla., E. J. Gustafson Co. over KCOM Sioux City, Iowa, KSOO Sioux Falls, S. D., and KIJV Huron, S. D., and Gas and Electric Sales Co. over WDZ Decatur, Ill.

Residents Take Over

RADIO DAY accenting the industry's place in the community, was celebrated a fortnight ago by WHLB Virginia, Minn., in cooperation with the Chamber of Commerce. Local businessmen and women took over announcing duties at the station from 7:15 a.m. until 11 p.m. on Feb. 7. Residents of Virginia heard 85 fellow citizens make station breaks, read commercials, deliver news reports and spin records on disc shows. So successful was the outcome that Harold Parise, station manager, predicts the Radio Day will become an annual event.

THE JOSEPH KATZ Co., New York and Baltimore, announced change and additions to its executive staff. Nat C. Wildman (l), vice president for 14 years, has been promoted to senior vice president in charge of New York office. Perry Schofield (c), formerly with Ruthrauff & Ryan, New York, has joined the agency as creative director and executive vice president in charge of the New York office. Lloyd G. Whitebrook (r), former executive vice president and director, Ben Sackheim Inc., becomes vice president in charge of service.

POLITICAL CAMPAIGN EXPENDITURES

Senate Unit Watches WPLA Court Action

A SENATE committee is keeping close tabs on a unique court case involving WPLA Plant City, Fla., that centers about the Constitutional right of the station during election campaigns, it was disclosed in Washington last week.

Titled *WPLA v. Irvin* (Florida's attorney general, Richard W. Irvin), the suit was filed in Hillsboro County in a circuit court by W. A. Smith, WPLA owner-operator, last Jan. 3. It asks for a declaratory judgment, which in non-legal terms means a declaration of rights.

Florida has a strict campaign expenditures law which in effect makes it a crime for anyone except officially designated campaign treasurers or their deputies to make any campaign expenditure on behalf of a political candidate. Violators are liable to six months in jail and a $1,000 fine.

In practice, it is pointed out, a candidate could refuse permission for a person to make a campaign expenditure although it may not be in the candidate's behalf.

Station May Be Liable

WPLA argues that the law thus prohibits the citizen from buying station time to express his views on the air, unless he can clear the expenditure through a candidate's exchequer. The station also feels that it could be held liable in any action resulting from this prohibition in the law, if it sold time for which payment was not formally approved.

This, the station holds, is a restraint on the station owner's free exercise of his right to employ the "normal avenues of trade in his relationship with the citizens of Florida."

Additionally, WPLA asserts that Mr. Smith may attempt to purchase time on other radio stations in Florida to express his own opinions as an elector on behalf of a candidate or non-candidate and paid for "as a free American citizen." This argument brings in abridgement of free speech—W. A. Smith, as an elector, has the right to express his own opinion.

Motion to dismiss was filed by the state's attorney general Feb. 8.

The Senate Elections Committee is giving the case a thorough study and is watching the outcome because of its relationship to the federal problem of campaign expenditures.

The Capitol Hill group has been studying campaign expenditures by candidates, leading to its investigation of the Taft vs. Ferguson contest in Ohio and the Butler vs. Tydings battle in Maryland, both Senatorial elections in 1950.

Florida Statute

What it likes about the Florida statute is that the candidate or any other person making a campaign *advertising* expenditure must account for the payment, according to state law, thereby permitting the state to know how much is spent and where it has come from. A similar recommendation for federal law has been made before the committee.

However, staff members are interested in the progress of the WPLA suit in how the constitutionality question is handled—also in a similar newspaper suit in Florida, in order that Senators can be informed of what they might face in any contemplated draft of legislation.

New BAB Service

BAB announced last week that it has launched a new marketing information service for its members, to consist of eight one-page product fact sheets a month. Each fact sheet will be devoted to a specific product. The first month's group covers air conditioners, beer, clothes dryers, hair shampoos, mechanical refrigerators, prepared baking mixes, toilet soaps, and watches.

RTMA EXPANDS

Govt. Relations Section

CREATION of a new section to consult with government on the expanded electronics program and other problems was announced by Radio-Television Mfrs. Assn. last Friday.

The new unit, to be known as the Government Relations Section, will comprise five task committees and operate within the framework of RTMA's Transmitter Division. Ben Edelman, Western Electric Co. is chairman.

Plans are also underway for changing the name of the Transmitter section to Technical Products Division. RTMA board has approved the plan for the division.

The Edelman group is designed to offer industry members a forum for airing their problems to government officials and to meet the government's growing electronic procurement program.

Military electronics is now better than a $1.5 billion industry with every indication for a rise to $2.5 billion by mid-'52 and $3.5 billion annually by year's end.

The Government Relations Section consists of task units on patents and copyrights with A. L. B. Richardson, Sylvania Electric Products, as chairman; accounting and cost principles, headed by G. T. Scharffenberger, Federal Telephone & Radio Corp.; termination and renegotiation, Valentine Deal, RCA Victor Division; facilities and government property, Ernest Leathem, Raytheon Mfg. Co., and a general group under L. A. Connelly, RCA Victor Division.

Also proposed is a General Communications Section with subsections covering microwave, land mobile, aviation, and marine communications. James D. McLean, Philco Corp., is section chairman.

FIVE JOIN LBS

Affiliates Number 448

FIVE stations have been added to the Liberty Broadcasting System, Carlton Adair, vice president in charge of station relations, announced last week, increasing LBS affiliates to 448 including outlets in Alaska and Hawaii.

New group signed by LBS are KOME Tulsa, KUOA Siloam Springs, Ark., both formerly affiliated with MBS [B•T, Feb. 4] WPEO Peoria, Ill., KTFY Brownfield, Tex. and KBOP Pleasanton, Tex.

Riley Gibson is manager of KOME; Storm Whaley is vice president of both KOME and KUOA; Roger Livingston manages WPOE; Dave Whorley is manager of KTFY, and Ben Parker, of KBOP.

Dunton Term Extended

A. D. Dunton, chairman of the board of governors, Canadian Broadcasting Corp., Ottawa, has had his term of office extended for 10 years, Canada's Prime Minister Louis St. Laurent announced last Tuesday.

P&G's $18 Millions First in Radio

'51 NETWORK GROSS

TV Growth Reflected In Year's Billings

PROCTER & GAMBLE Co., top user of radio network time month after month, year after year, during 1951 purchased $18,159,695 worth of time from the nationwide radio network (at gross rates), an increase of 16.7% over the P & G network time purchases during 1950, according to the records of Publishers Information Bureau.

Of the top ten radio network clients during 1951 (Table I), however, only three—P & G, American Home Products and Colgate-Palmolive-Peet Co.—increased their network time purchases over the previous year [B•T, Feb. 26, 1951]. For the month of December, comparison with 1950 is even less encouraging. Only one of the top ten network clients (Table II)—Miles Labs—spent more money for network time in December 1951 than in the same month of 1950.

Explanation for the decline in radio network billings is largely the 10% cut in gross rates instituted by CBS and NBC last summer. ABC and MBS reductions to advertisers, framed as additional discounts and not as changes in the basic rate structure, are not reflected in PIB figures, which for comparative purposes report expenditures of advertisers for network time at the one-time rate, before any discounts have been taken.

Top advertiser during December in each of the various product classes of radio network advertisers is shown in Table III. Table IV shows total amount (gross) spent for radio network time by all advertisers in each class, in December and the full year of 1951, compared with the month and year of 1950. Of the 28 types of advertisers, 14 spent more for network time and 14 less, as groups, in 1951 than in 1950.

Food advertisers brought more radio network time during 1951 than any other group, followed by advertisers of toilet goods, drugs, smoking supplies, soaps and cleansers, candy and soft drinks, gasoline and motor oil, miscellaneous, automotive and insurance. The 1950 list is the same and in the same order for the first nine classes, but instead of insurance, the 1950 network client class list puts household equipment in tenth place.

TABLE I
Top Ten Radio Network Advertisers, 1951

1. Procter & Gamble Co.	$18,159,695
2. Sterling Drug Inc.	6,908,641
3. General Foods Corp.	6,869,503
4. Miles Labs	6,849,371
5. Lever Brothers Co.	6,615,646
6. General Mills	6,490,270
7. American Home Products	5,677,715
8. Liggett & Myers Tobacco Co.	5,337,327
9. Campbell Soup Co.	5,055,179
10. Colgate-Palmolive-Peet Co.	4,736,688

TABLE II
Top Ten Radio Network Advertisers, Dec. 1951

1. Procter & Gamble Co.	$1,360,105
2. Lever Brothers Co.	661,446
3. General Foods Corp.	632,502
4. Miles Labs	569,809
5. Sterling Drug	568,370
6. General Mills	461,562
7. Liggett & Myers Tobacco Co.	441,202
8. Philip Morris Co.	406,553
9. American Home Products Co.	396,946
10. Campbell Soup Co.	395,820

TABLE I
TOP TV NETWORK ADVERTISERS DURING 1951

1. Procter & Gamble Co.	$7,579,587
2. General Foods Corp.	5,730,773
3. R. J. Reynolds Tobacco Co.	4,888,665
4. Colgate-Palmolive-Peet Co.	4,489,886
5. Liggett & Myers Tobacco Co.	3,529,136
6. P. Lorillard Co.	3,065,135
7. Ford Motor Co.	3,023,703
8. American Tobacco Co.	2,975,957
9. Lever Bros. Co.	2,788,711
10. Kellogg Co.	2,314,310

TABLE II
TOP TV NETWORK ADVERTISERS DURING DECEMBER 1951

1. Procter & Gamble Co.	$1,001,315
2. General Foods Corp.	665,345
3. R. J. Reynolds Tobacco Co.	536,385
4. Colgate-Palmolive-Peet Co.	488,170
5. Liggett & Myers Tobacco Co.	379,980
6. American Tobacco Co.	377,325
7. Lever Bros. Co.	349,080
8. General Electric Co.	345,530
9. P. Lorillard Co.	294,075
10. Gillette Safety Razor Co.	271,944

* * *

PROCTER & GAMBLE Co., in 1951 purchased more than $7.5 million worth of TV network time at gross rates to make the soap company the leading video network client of the year. Figures reflect a change of advertising policy regarding TV on P & G's part. In 1950 it spent less than $700,000 for TV network time, not even getting into the medium's list of top 10 advertisers for that year.

Growth of the pace of TV advertising is reflected in the gross network time purchases of top advertisers during 1951 (Table I), particularly when they are compared to the 1950 TV network time purchases of the same companies in 1950 [B•T, Feb. 26, 1951]. Ford Motor Co. headed the 1950 list with time purchases of $1,837,057, about 60% of the $3,023,703 this company spent for TV network time in 1951, when it ranked seventh. General Foods Corp. upped its network time volume from $1,128,606 in 1950, when it ranked fifth, to $5,730,773 last year, when it rose to second place.

New to Top Ten

Three soap companies, Colgate-Palmolive-Peet Co. and Lever Bros. Co. as well as P & G, made the 1951 top 10 without having been in that select group the year before, as did Kellogg Co., National Dairy Products Corp., General Motors Corp., Anchor-Hocking Glass Corp. and Philco Corp., also among the 1950 leaders but not in the 1951 top 10.

In December 1951 (Table II) the top five TV network clients were the same as for the whole year, and in the same order. General Electric Co. and Gillette Safety Razor Co. were among the month's toppers but not the year's. Top advertiser of each product group is shown in Table III.

Total TV network time purchased by all advertisers in each product category is detailed in Table IV, which analyzes time purchases of each group for December and for the full 12 months of both 1951 and 1950. Dollar comparisons between the years are not exact, as DuMont TV Network time sales were not reported to PIB in 1950 but were in 1951.

In both years, food and tobacco advertising ranked one-two among TV network client groups. Automotive advertising ranked third in 1950, fourth in 1951, with advertising of toiletries concurrently moving up from fourth to third. Radio and TV set advertising, ranking fifth in 1950, dropped to eighth position last year, when soaps and cleansers, which did not even make the 1950 first 10, ranked

(Continued on page 48)

TABLE III
DECEMBER 1951 TOP RADIO NETWORK ADVERTISERS

Agriculture & Farming	Allis-Chalmers	$ 38,036	Industrial Materials	U. S. Steel Corp.	120,600
Apparel, Footwear & Acces.	Brown Shoe Co.	17,557	Insurance	Prudential Ins. Co.	123,591
Automotive, Automotive Accs. & Equip.	General Motors	142,498	Jewelry, Optical Goods & Cameras	Longines-Wittnauer	114,225
Beer, Wine & Liquor	Pabst	61,524	Office Equip., Writing Supplies & Stationery	Hall Bros.	64,716
Building Material Equip. & Fixtures	Johns-Manville	101,088	Publishing & Media	1st Church Christ Scientist	10,632
Confectionery & Soft Drinks	Coca-Cola Co.	172,355	Radio, TV Sets, Phonographs Musical Inst. & Access.	RCA	133,845
Consumer Services	Electric Co. Adv. Program	80,035	Retail Stores	Dr. Hiss Bros.	1,185
Drugs & Remedies	Miles Labs.	569,809	Smoking Material	Liggett & Myers	441,202
Food & Food Products	General Foods Corp.	632,502	Soaps, Polishes & Cleaners	Procter & Gamble	900,009
Gasoline, Lubricants & Other Fuels	S. O. Co. of N. Y.	103,353	Toiletries & Toilet Goods	Procter & Gamble	355,762
Household Equipment & Supplies	Philco Corp.	129,225	Transportation, Travel & Resorts	Assn. of American Railroads	76,307
Household Furnishings	Armstrong Cork	41,420	Miscellaneous	AFL	96,269

TABLE IV
TOP RADIO NETWORK ADVERTISERS BY PRODUCT GROUPS DECEMBER AND YEAR, 1951 AND 1950

	Dec. 1951	Year 1951	Dec. 1950	Year 1950
Agriculture & Farming	68,811	664,490	73,401	972,781
Apparel, Footwear, Acces.	34,672	601,070	146,090	1,508,237
Automotive, Automotive Accs. & Equipment	464,144	4,292,975	398,889	5,009,076
Beer, Wine & Liquor	167,243	3,177,634	296,491	2,774,866
Building Materials, Equip. & Fixtures	109,553	1,394,065	112,991	1,322,279
Confectionery, Soft Drinks	607,801	6,264,183	409,216	6,147,725
Consumer Services	206,003	2,687,243	164,733	1,896,271
Drugs & Remedies	1,725,303	22,131,627	2,004,412	24,433,274
Entertainment, Amusements		5,723		5,619
Food & Food Products	3,481,723	42,485,936	3,831,238	44,861,425
Gasoline, Lubricants & Other Fuels	512,189	5,721,984	563,339	5,508,767
Horticulture	.....	96,451	.....	105,696
Household Equipment & Supplies	299,399	3,159,742	215,669	3,085,968
Household Furnishings	105,274	1,004,877	132,804	600,557
Industrial Materials	257,465	2,186,090	202,091	2,146,246
Insurance	309,027	3,284,269	250,994	2,852,728
Jewelry, Optical Goods & Cameras	137,132	1,193,275	201,205	1,167,309
Office Equipment, Writing Supplies, Stationery	64,716	664,011	71,052	1,282,246
Political				281,513
Publishing & Media	17,921	361,451	17,246	663,147
Radios, TV Sets, Phonographs, Musical Inst. & Accs.	221,251	2,747,135	224,713	1,232,294
Retail Stores	1,185	31,367	8,204	46,136
Smoking Materials	1,794,490	20,610,365	1,796,967	22,488,587
Soaps, Polishes, Cleaners	1,432,030	17,948,730	1,831,430	20,700,173
Sporting Goods & Toys				29,614
Toiletries & Toilet Goods	2,025,457	25,787,368	2,272,835	25,783,015
Transportation, Travel & Resorts	126,114	1,261,023	67,660	870,332
Miscellaneous	450,145	4,955,510	539,461	5,293,156
TOTALS	14,619,048	174,718,594	15,833,131	183,519,037

Source: Publishers Information Bureau.

RADIO REGULATION

Is Age 25 on Feb. 23

NEXT Saturday marks the 25th anniversary of unified radio regulation in the United States.

On Feb. 23, 1927, the Federal Radio Commission was created.

Before that time, different phases of regulation were performed by the Commerce Dept., the Post Office Dept., the Interstate Commerce Commission and, to some extent, by the State Dept.

Although there were some earlier Congressional acts dealing with land telegraph matters, it was not until 1910 that a law was enacted to cover "wireless" telegraph, mostly for marine use.

The Radio Act of 1912 was the first law for domestic control of radio communication in general. It did not anticipate or provide for radio broadcasting, however.

After World War I, the rapid development of broadcasting and a great increase in the number of stations, caused serious interference among stations.

Court decisions held that the Secretary of Commerce could not deal with the situation because the 1912 act gave him no such authority.

Many broadcasters changed frequencies, increased their power and operating time, regardless of the effect on other stations. This caused bedlam on the air.

To remedy the situation, Congress passed the Dill-White Radio Act. The act was signed Feb. 23, 1927.

Five Member Commission

The act created the five-member Federal Radio Commission, but the Commission could only assign frequencies, control power and issue licenses. The Secretary of Commerce assigned the call letters, inspected the stations and examined and licensed operators. In 1932, these duties were absorbed by the FRC.

Much of the earlier activities of the FRC were devoted to eliminating chaos in the broadcast band. It was impossible for the FRC to provide channels for the 732 stations operating in March of 1927. New rules caused many of them to surrender their licenses. By July 1, 1927, there were 682 stations on the air.

The FRC reported in 1928 that "a few" stations were experimenting with television.

By June 1933, the number of stations had dropped to 599, the FRC reported, but there were 46,114 other types of radio stations and 30,000 licensed operators, of which about 21,000 were amateurs.

Because the 1927 act did not give the FRC jurisdiction over common carriers, the Communications Act of 1934 was passed which coordinated in the FCC all the broadcasting and common carrier regulations which had been "farmed out" to other government agencies.

Only one of the original commissioners—Paul A. Walker—is still serving the FCC.

The number of radio authorizations of all kinds on the FCC books is now approaching 900,000. There are about 4,700 broadcast stations (including auxiliaries) and nearly 200,000 authorizations in non-broadcast radio services. There are about 700,000 authorizations to operate radio transmitters, including 500,000 different classes of commercial radio operators and 100,000 amateurs.

There are 60 different classes of radio stations operating, with 450,000 fixed and associated portable and mobile units.

CHICAGO SPACE

Media Apprise Setup

SPACE requirements of coverage for the national political conventions next July were placed before the Democratic and Republican National Committees in Chicago Feb. 10-11 by representatives from the different media [B•T, Feb. 11].

The two committees will weigh the requests for space and facilities against availabilities in the International Amphitheatre, and reach a decision within the next month.

At stake are such aspects as accommodations for TV interview booths, television newsreel placement, space for radio broadcasting and seating for the delegates.

Following a joint meeting of committee members and industry representatives, the group visited the amphitheatre to inspect facilities.

Industry Representatives

Representing industry were Sig Mickelson, CBS public affairs, speaking for television; Thomas Velotta, ABC vice president, for news and special events for radio; William McAndrew, NBC, for TV newsreels; and Ray Lahr, United Press, for the press. Radio-TV representatives also were accompanied by engineering personnel.

Also on hand were Bill Henry, commentator, who is coordinating planning for radio-TV correspondents on Capitol Hill; D. Harold McGrath, superintendent of the Senate Radio Gallery, and members of the Congressional Periodical Gallery and still photographers. Ted Genock, Paramount Pictures, represented the theatre newsreels.

They met with members of the Democratic and GOP national committees, including Kenneth Fry and Edward T. Ingle, radio-TV directors, of each committee, respectively. Meeting was held at the Conrad Hilton Hotel in Chicago.

KWJJ, WFDF SALES

Are Approved by FCC

FCC last week approved the sales of KWJJ Portland, Ore., and WFDF Flint, Mich.

The Portland station was sold for $200,000 by Wilbur J. Jerman to Rodney F. Johnson. Mr. Johnson, an engineer at KWJJ, is owner of the Rex Recording Co., Portland.

WFDF was owned by Arthur R. Treanor and WFBM Inc., each holding 1,500 out of 3,000 shares of stock. Mr. Treanor sold his half-interest in WFDF for $150,000 to WFBM Inc. so that he could go into another business. WFBM Inc. is licensee of WFBM-AM-TV Indianapolis.

The FCC also approved 11 other transfers (see FCC Roundup, page 103).

SPORTS PROBE BENCHED

By House Rules Committee

HOUSE Rules Committee has blocked the way in Congress for a sweeping probe of sports activities as proposed by Reps. Emanuel Celler (D-N. Y.) and L. Gary Clemente (D-N. Y.).

Such an investigation, if given a green light, could probe the position of sports promoters in relation to the broadcasts and telecasts of boxing matches, football, basketball, horse racing and other events. Primary purpose would be to check into illegal fixing of games and other attempts to corrupt athletic contests. The Rules Committee, after listening to the Congressmen's pleas last week, side-lined the issue.

NBC SPOT SALES

Realigns for Expansion

REALIGNMENT and expansion of the NBC National Spot Sales Dept. [B•T, Feb. 4] was announced last week by Director James V. McConnell, who attributed the move to increased spot activity in both radio and television.

The reorganization, which includes a separation of the department's radio and television sales managerships, centers around four key executive posts.

"This expansion of our staff and the structural revision of the department will enable us to give our clients and advertisers and their agencies the finest kind of close, personal attention," Mr. McConnell explained in announcing the realignment. "It will enable us to carry out, beginning at once, our plans for more intensive sales campaigns in both radio and television."

Mr. Close

Built upon four cornerstone positions within the department—three of them newly created—the expansion requires 26 staff additions, mostly in sales personnel, of whom 18 will be in New York and the remainder in the department's other offices throughout the country.

Mr. Leder

Mr. Reber

The three new positions are: National spot manager for radio, to be held by Robert Leder, formerly eastern sales manager for radio; national spot manager for television, assigned to John H. Reber, sales manager of WNBT (TV) New York; and national manager for represented stations, to be filled by Richard H. Close, who has been eastern spot sales manager for television. The fourth key position, manager of sales development, promotion, and advertising, is currently held by H. Norman Neubert. All four of the managers will report directly to Mr. McConnell.

In addition, a new eastern sales manager for radio and one for TV will be appointed, to report to Messrs. Leder and Reber, respectively.

Separate radio and television sales representatives will be named for the department's Hollywood and San Francisco offices where, unlike the Chicago and Cleveland offices, one man currently handles both functions. Regional radio and video sales offices also will report to the newly appointed national sales managers.

Separate radio and television units are also to be created under the manager of sales development, promotion, and advertising.

Mr. Leder joined NBC as a salesman in the National Spot Sales Dept. in August 1950, and was named eastern sales manager in September 1951. Prior to his affiliation with the network, he served for two years as sales manager of National Television Assn.

Mr. Reber joined NBC television in 1946 as a program assistant and was appointed assistant to the director of television in March of 1948. The following November he was named program manager of WNBT, set up at that time to operate autonomously. In August 1950 he was promoted to that station's sales managership.

Mr. Close joined NBC as a page in 1933 and has been active in the spot sales department for the past 15 years. He had served as an account executive in the department, and as manager of the department prior to his appointment as eastern sales manager for television in November 1950.

GREATEST RESPONSE from WITH

A Baltimore advertising agency executive writes: "Our client got greater response on WITH than any other station in town. We are very gratified with the results."

Local advertisers *must* get fast, low-cost results. That's why WITH carries so many local accounts—more than twice as many as any other station in Baltimore!

WITH delivers a huge, responsive audience at low, low cost. You get more listeners-per-dollar from WITH than from any other radio or TV station in town.

WITH will do a BIG job for you in Baltimore for a SMALL appropriation. Get all the facts from your Forjoe man today.

WITH

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY

CONTROL LAWS

Truman Scores Capehart Plan

THE TRUMAN administration last week fired its opening volley on the economic control battlefront—one which, if pressed into law, would certainly be heard around the advertising world.

Scotching earlier reports that he would abandon strategy involving the Capehart amendment, President Truman asked Congress to repeal the controversial advertising cost allowance provision of the Defense Production Act.

The Chief Executive also took a critical view of consumer credit controls over radio-TV set installment and other purchases and called on Congress to "close this inflationary loophole by restoring full authority for flexible administration."

The President's proposals were incorporated into companion bills dropped in the Congressional hopper early last week. The measures (S 2645 and HR 6546) were drawn up along administration lines and introduced by Sen. Burnet Maybank (D-S. C.) and Rep. Brent Spence (D-Ky.), who head the Senate and House Banking and Currency Committees, respectively.

The administration bills would extend the current production law beyond its present June 30 expiration date to mid-1954, and amend other provisions of the act. Congressional consensus was that the administration would secure a one-year extension.

Mr. Truman branded the Capehart amendment as "by far the worst and most damaging provision in the present law" and predicted that its effects "will continue to be felt all through the economy for a long time to come." He asked outright appeal of the amendment, under which manufacturers may include advertising, selling and other costs from June 24, 1950, to July 26, 1951, in current ceiling prices.

While Congressional observers at this stage see little prospect for repeal of the Capehart amendment, the administration bills along with other suggested changes will be considered by the Senate Banking Committee during hearings slated to start March 4.

Two Main Points

All segments of American industry will watch committee developments with more than passing interest, since repeal of the advertising formula doubtless would lead to renewed misgivings on two scores:

(1) There would be no adequate provision for computing the cost of advertising, selling, administration and other factors in final ceiling prices.

(2) Government price stabilization officials would be vested with power to curb advertising budgets in radio, television and printed media—subject to the President's discretion.

Mr. Truman also recommended curbing consumer credit purchases involving radio-TV sets, but no specific terms were spelled out in either administration measure. He wants credit tightened by deletion of current purchase terms. Automobiles and household appliances would be affected.

Credit restrictions were relaxed last year by Congress in amending the Defense Production Act and by the Federal Reserve Board which administers Regulation W. Current requirements specify that the Board may not call for down payments of more than 15% and less than 18 months maturity for remaining payments. These terms are now used and apply to phonographs, radio and TV receivers among other goods, except automobiles.

Consumers formerly were required to lay 25% down with 15 months to pay the remainder—before the production act was amended last summer. Radio-Television Mfrs. Assn. and other groups protested the terms [B•T, June 11, 1951].

Sen. Homer Capehart (R, Ind.), a member of the Senate Banking Committee who authored the allowance cost formula and supported eased credit restrictions, was quick to challenge Mr. Truman's stand.

President 'Not Careful'

He said the President was "not careful of his facts" and pointed out that the administration through OPS has authority to deny price increases if they are based on costs that are "unreasonable or excessive." He was joined in rebuttal by other GOP members, including Sen. Styles Bridges (R-N. H.). Sen. Blair Moody (D-Mich.) supported Mr. Truman regarding the Capehart amendment.

Sen. Capehart earlier had asked Defense Mobilizer Charles E. Wilson to channel more materials into civilian production as a means of stemming unemployment. This would not interfere with the defense program since more materials are being allocated to the military than can be absorbed, he said.

President Truman told Congress in part:

. . . Costs and prices obviously do have a relationship to one another. Price increases are sometimes necessary to compensate for cost increases. But it is absurd to conclude . . . that every cost increase has to be translated in its entirety into increased prices, regardless of whether they are needed.

. . . Our stabilization agencies have long since adopted the principle that if an industry's rising costs are eating too far into profits the industry is entitled to reasonable price relief. But there is no reason whatever why there should be an automatic pass-through of costs so long as sellers are making ample profits . . .

Prompt action by Congress "would enable us to prevent the spread of Capehart increases to additional areas where they are not needed" and the longer such action is delayed, "the more completely and irrevocably our whole price structure will be Capehartized," the Chief Executive asserted.

"A great deal of damage has already been done. Much of it can

(Continued on page 38)

VOD WINNERS

Three Boys, Girl Take Top Place

WINNERS of the fifth annual Voice of Democracy contest are off on a whirlwind tour of the nation's capital which culminates next Friday in the official awards presentation at the Statler Hotel in Washington. Complete schedule for Awards Week honoring the four co-equal student winners of the 1951-52 VOD contest was announced last Thursday by Robert K. Richards, NARTB public affairs director. NARTB sponsors the annual event in conjunction with Radio-Television Mfrs. Assn. and the U. S. Junior Chamber of Commerce. Mr. Richards headed the contest committee.

First lap of the eight-day tour for the four high school students was a jaunt to Williamsburg, Va., last weekend for "Democracy Workshop" sessions. Tour of the House of Burgesses was one of the highlights.

This week's activities lead off today (Monday) with a tour of Washington, a visit to Senate and House galleries, conference with Supreme Court Justice Tom Clark and a recording session.

The awards luncheon Friday will cap Awards Week, with presentations to winners by Sen. Margaret Chase Smith (R-Me.). Proceedings will be carried by MBS 1:15-1:30 p. m. and recorded by the Voice of America.

The four winners—Dwight Clark Jr., Fort Collins, Col.; Mara Gay Masselink, Burlington, Iowa; George A. Frilot III, New Orleans, and Thaddeus S. Zolkiewicz, Buffalo, N. Y.—won the nationwide contest for writing and voicing the best speeches on "I Speak for Democracy" in competition with a million high school students and with the blessing of the U. S. Office of Education, Federal Security Agency.

Tuesday's activities will include an appointment with FBI Director J. Edgar Hoover and tour of the FBI; meeting with Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force, and a tour of the Pentagon, and an appointment with Howland Sargeant, newly-nominated Assistant Secretary for Public Affairs, State Dept.

Visits with President Truman and two Presidential aspirants—Sens. Estes Kefauver (D-Tenn.) and Robert Taft (R-Ohio)—will highlight the Wednesday agenda. Meeting with the Chief Executive is slated for 12:45 p. m. Also slated are a visit with Sen. Henry Cabot Lodge (R-Mass.), lunch with the Illinois Methodists Ministers Washington Seminar group, a tour of Mt. Vernon and Alexandria and a play at Catholic U. On Thursday, a tour of the Mexican Embassy is slated along with a windup of the Washington tour.

One of the students to be honored, Mr. Clark, is an old hand at radio announcing. He won honors for the distinction during the 1951 annual tournament of the National Forensic League in Los Angeles. KMPC Los Angeles also gave him a trophy.

Young Clark has been an announcer at KCOL Fort Collins since he was 14—in 1948. He handles all types of broadcasting and has his own program, *A Date With Dwight*, aired each weekday and beamed to teenagers. He also was cited on a KOA Denver program and won first place in an essay contest on Americanism.

30,000 Schools Enter Students

VOD competition was launched last October in high schools of the U. S., Alaska and Puerto Rico in conjunction with National Radio and Television Week. Students from 30,000 schools entered the contest. Eliminations were held at the community and state levels.

Winners of the 13 original states (colonies) took part in the "Democracy Workshop" session, along with representatives of the Carnegie Endowment for International Peace, at Williamsburg the past weekend.

National judges who chose the four winners in the final judging follow:

Joseph B. Chaplin, president, National Assn. of Secondary School Principals; Wayne Coy, chairman, FCC; The Right Reverend Angus Dun, bishop, Episcopal Diocese of Washington, D. C.; Harold E. Fellows, president, NARTB; Sen. James W. Fulbright (D-Ark.); Miss Jan Geister, winner, 1947-48 Voice of Democracy contest; Mrs. Hiram Cole Houghton, president, General Federation of Women's Clubs; Glen McDaniel, president, RTMA; Philip Murray, president CIO; Seymour N. Siegel, president, National Assn. of Educational Broadcasters; Sen. Margaret Chase Smith (R-Me.); Gen. Hoyt S. Vandenberg, Chief of Staff, U. S. Air Force.

Mr. Zolkiewicz

Mr. Clark

Miss Masselink

Mr. Frilot

Fourth of a series telling why Sponsors and Stations are SOLD on ABC

ABC Radio

offers stations and advertisers 18 Great Co-op Programs!

245 out of 311 ABC Radio affiliates are MAKING MONEY on ABC Co-op shows! For the past 9 years, ABC has always offered its affiliates and advertisers a full roster of great Co-op shows. Currently, ABC is broadcasting 18 Co-op programs (nearly 18 hours a week) of every type: news, commentary, music, public forums, sports, drama, children's shows—

Mary Margaret McBride	Big Jon and Sparkie
Headline Edition	Marriage for Two
Paul Harvey	America's Town Meeting
Rogue's Gallery	Piano Playhouse
George Sokolsky	Harry Wismer
Mr. President	Bert Andrews
Martin Agronsky	Pauline Frederick
Elmer Davis	Ted Malone
No School Today	Bob Garred

ABC Co-op shows pay off for stations . . . they pay off, too, for 852 sponsors in every field of business: banks, bakeries, dairies, department stores, music stores, appliance stores and in the automotive field. Co-operative programing is one of the most flexible, most efficient, most economical forms of advertising . . . and America's FIRST network for Radio Co-ops is ABC.

ABC Radio

American Broadcasting Company

America is SOLD on ABC

BILL SHADEL, CBS commentator, and retiring president and chairman of the executive committee, Radio-TV Correspondents Assn., receives gavel from Bob Menaugh (l), superintendent of House Radio Gallery in Washington. At right is D. Harold McGrath, superintendent of Senate Radio Gallery. Occasion was first formal luncheon meeting of the new executive committee held in a private Senate dining room in the U. S. Capitol.

Dues Plan

(Continued from page 25)

around $15,000, with $1,224 lost under the combination dues, or just short of $14,000. This would cut the monthly NARTB income from station dues from $54,000 to $51,500.

However, if all companies now in either radio or TV membership put all their radio and TV stations in membership, radio income would rise to $42,000 a month and TV income to $14,500, or a total potential income of $56,500. In addition, the combination plan might attract companies not now represented in membership, with a possible $2,300 from radio stations and $950 from TV stations, or a total potential of $3,250 to be added $56,500, or nearly $60,000.

The net monthly gain in NARTB income might run to around $5,500 under the combination plan.

NARTB dues starting April 1 will be 30% lower for members now receiving Broadcast Advertising Bureau membership under the joint NARTB-BAB plan set up in 1950. Stations wanting to belong to BAB after April 1 will pay that bureau half the highest hourly card rate.

Two networks, ABC-TV and CBS-TV, were admitted to membership last week, bringing all four TV networks into that group. Stations admitted were KECA-TV Los Angeles; KGO-TV San Francisco; KNXT (TV) Los Angeles; WCBS-TV New York; WENR-TV Chicago; WJZ-TV New York; WTTV (TV) Bloomington, Ind.; WXYZ-TV Detroit; WEWS (TV) Cleveland and WPTZ (TV) Philadelphia.

Forty-one stations admitted to radio membership were KBIG Avalon, Calif.; KBIS and KMAR (FM) Bakersfield, Calif.; KCNA Tucson, Ariz.; KIFN Phoenix, Ariz.; KMMO Marshall, Mo.; KNEW Spokane, Wash.; KOTA, KOZY (FM) Rapid City, S. D.; WAIN Columbia, Ky.; WBLT Bedford, Va.; WOPM Cumberland, Ky.; WEBJ Brewton, Ala.; WEIM Fitchburg, Mass.; WEKR Fayetteville, Tenn.; WFHG Bristol, Va.; WIEL Elizabethtown, Ky.; WIST-AM-FM Charlotte, N. C.; WJAM Marion, Ala.; WJXN Jackson, Miss.; WKPT-AM-FM Kingsport, Tenn; WLCK Campbellsville, Ky.; WOPI-AM-FM Bristol, Tenn.; WPIK Alexandria, Va.; WPRC Lincoln, Ill.; WPRS Paris, Ill.; WPRC Roxboro, N. C.; WVCN-FM DeRuyter, N. Y.; WWON-AM-FM Woonsocket, R. I.; KBYR Anchorage, Alaska; KXEL-AM-FM Waterloo, Ia.; KSEL Lubbock; KTNM Tucumcari, N. M.; KWAK Stuttgart, Ark.; WOOF Dothan, Ala.; WLOK Lima, Ohio.

REPORT TO NARTB

All-Affiliates Group Plans

MEMBERS of the 13-man all-radio Affiliates Committee were being polled last week on a site and exact date for a meeting to be held in advance of, and probably to prepare a report to, the NARTB convention.

Authorities said the meeting probably would be held Feb. 26-27 or March 11-12 in New York or Chicago [CLOSED CIRCUIT, Feb. 4], depending upon the outcome of the poll. The polling is being conductd by Committee Chairman Paul W. Morency of WTIC Hartford.

One of the subjects for discussion is expected to be CBS Radio's current affiliation contract renegotiation project, designed in part to obtain for the network a clear right with all its affiliates to adjust rates quickly in the event competitive developments made such moves appear wise [B•T, Feb. 4, Jan. 28].

Another likely agenda topic, it was understood, is the renewed aggressiveness exhibited in recent months on radio's behalf. Committee leaders described themselves as heartened by the various special campaigns being undertaken to boost radio's selling power, and expressed a desire to canvass the possibilities and see how the committee itself can best contribute to these activities.

SALARY PANEL

Asks Wider Membership

SIX-MEMBER industry panel, named recently by the Salary Stabilization Board to give management-side advice on talent salary problems, decided last week at its first meeting held in New York, that the group should be more representative.

The group of station representatives urged SSB member Joseph Cooper, who presided, to ask membership for other people associated with talent salaries, such as advertising agencies, independent radio and TV producers, and talent itself, through non-union representatives. Since all other discussion at the introductory session would depend on the membership question, no other business—including the scheduled election of a chairman—was conducted. Mr. Cooper is to call the next meeting as soon as the panel composition question is settled in Washington, presumably within a week or two.

Panel members, thus far, named by SSB Chairman Justin Miller [B•T, Feb. 11], are Omar Elder, ABC; Gustav G. Margraf, NBC; Clair R. McCollough, WGAL-TV Lancaster, Pa.; Henry White, CBS; Donald W. Thornburgh, WCAU-TV, Philadelphia; and Harry Freedman, DuMont TV Network. All were present at the "amiable . . . routine" session except Mr. McCollough who was attending NARTB board meetings.

BATH TUB BLUES

Hang Heavy at WWDC

NEWS broadcast reporting a humorous incident in President Truman's personally-conducted tour for correspondents through the White House precipitated a mild storm at WWDC Washington on Feb. 6.

Passing the site of the old Presidential bathroom, Mr. Truman remarked that the tub once fell partly through the floor. He said he asked Mrs. Truman what would have happened if it had fallen through to the Red Room, with him in it, while she was entertaining the Daughters of the American Revolution.

Coincidentally, WWDC carried a special DAR public interest program that evening, 10:15-10:30 p.m. After the program, the ladies were abashed to hear a followup news program via loudspeaker on which Newscaster Fred Fiske reported the correspondents' tour incident.

The DAR promptly besieged Program Director Norman Reed with protests, charging that the report violated good taste. WWDC explained that the report was based on news service stories carried earlier and that Mr. Fiske was only reporting the news.

WINS New York will open a new phase of its Tuesday *Career Clinic* series by allotting first program each month to a study of advertising, with Dr. Robert A. Love of City College Midtown Business Center, which conducts the program, as moderator.

BELLBOY SUIT

Is Heard in Detroit

THE HEARING to decide who owns the title "Jack the Bellboy" took an unexpected turn in Detroit's Federal Court Feb. 8 when Fort Industry Co., owner of WJBK there, began a suit for $650,000 against Edward McKenzie.

Mr. McKenzie, the $65,000-a-year disc jockey who is Jack the Bellboy, left WJBK Jan. 18 and began broadcasting on WXYZ Detroit Feb. 4.

The suit was filed before Federal Judge Arthur F. Lederle in the form of an amendment to a request for a permanent injunction against Mr. McKenzie's use of the "Bellboy" tag at his new station.

Others named in the suit were ABC and WXYZ as well as James P. Hopkins and Richard A. Connell, stockholders in WJBK before its sale to Fort Industry in 1947.

At the hearing, Attorney John Littel for WJBK and Attorney George Trendle Jr. for Mr. McKenzie presented a series of witnesses in support of their arguments.

Mr. McKenzie testified that he gained possession of the name through a "gentleman's agreement" based on the fact that he coined the title.

Messrs. Hopkins and Connell, the complaint contends, entered into an agreement with Mr. McKenzie while the sale was in progress. It is claimed that they wrongly agreed to Mr. McKenzie's using the title in violation of the terms of the sale.

Previously Judge Lederle refused to grant two requests for temporary injunctions that would have restrained WYZ from using the title "Jack the Bellboy" over the air or from using the title in advertising.

Last Thursday both sides were to make their final arguments.

In the meantime, Jack the Bellboy continues over WXYZ, using the same program format and many of the same sponsors.

Magazine '51 Gross

LAST YEAR was "by all odds, the biggest year in magazine history," Magazine Advertising Bureau stated last week. Gross advertising revenue of the 94 general and farm magazines measured by Publishers Information Bureau totaled $511.2 million in 1951, up 12% from the $458.5 million gross for 1950, MAB reported. Advertising in January 1952 was up 6.7% dollarwise and 7.6% in pages of advertising compared with January 1951, despite the fact that three leading weekly magazines had one less issue in the first month of this year than last, MAB also reported. Announcement also revealed that Sunday newspaper magazine dollar volume was 17.8% less in January 1952, compared to previous January.

WHEN HOUSTON WANTS THE NEWS... IT'S KPRC FIRST!

1952

"THE YEAR OF DECISION"

Hard-hitting news coverage is more vital this year than ever before. KPRC's nationally recognized news staff is TOPS in the Southwest . . . in numbers, in sponsored hours, in accurate on-the-spot coverage. Each man combines the duties of newscaster, news writer, and news reporter, under the able direction of Pat Flaherty, the South's most respected newscaster. Nowadays, NEWS comes FIRST . . . and KPRC is FIRST with the NEWS!

Houston's Only Complete Radio News Staff

PAT FLAHERTY,
News Director,
11:00 A.M., 12 Noon,
5:45 P.M.

BILL BOLTON
12 Noon, 6:15 P.M.

BRUCE LAYER,
Sports Director,
5:35 P.M., 10:30 P. M.

HARRY AROUH,
Weather Chief,
5:30 P.M. Weathercast,
10:00 P.M. News

BOB GRAY,
On Military Leave,
Serving as Marine Corps
Correspondent in Korea

RAY MILLER,
On Military Leave,
On duty with the
Submarine Service

TOM FOX
6:15 A.M., 8:00 A.M.,
12 Noon

DON HEATH
7:15 A.M., 8:55 A.M.,
12 Noon

KPRC HOUSTON

NBC and TQN on the Gulf Coast
Jack Harris, General Manager
Nationally represented by
Edward Petry and Co.

ADVERTISING AND GOVERNMENT RELATIONS

NARTB's Hardy Speaks at D. C. Ad Session

GOVERNMENT initially manifested a "tardy interest" in the "stellar role" advertising has played in contributing to the common good but gradually has evolved its own techniques for selling programs to the American public, Ralph W. Hardy, NARTB government relations director, declared last week.

Mr. Hardy addressed a luncheon session of the Women's Advertising Club of Washington at the Washington Hotel last Wednesday. Among the guests were Sen. Ed C. Johnson (D-Col.), chairman of the Senate Interstate & Foreign Commerce Committee, and FCC Comr. George Sterling.

Government Interest

Speaking on "Advertising and Government Relations," Mr. Hardy said government interest in advertising has been generated in a number of fields. He cited these "interest" factors:

(1) Advertising as a function and institution has proved itself "indispensable" in contributions to the public welfare.

(2) Advertising is a key to the study of production, with government spending dwarfing normal business operations in recent years.

(3) Serious question has been posed as to the allowability of advertising costs for tax and price control purposes.

(4) Advertising is related to the whole price-wage control structure.

(5) There has been increased enthusiasm for "idea" as distinguished from product advertising, spilling over into merchandising and other techniques.

Mr. Hardy also cited four problems in advertising relations with government. Initially, he said, there has been an "inadequate understanding" of its economic role, principally at the lower decision-making stratas of government agencies. This has been reflected in agency presentations to Congress during appropriations hearings, he explained, adding that agency and department heads are cognizant of advertising's force.

There must be a more effective system for directing vital advertising selling points down through channels, Mr. Hardy suggested. It is advertising's obligation to present its arguments to government officials and Congress in the light of its relation to restraints governing all media and the public welfare, he said.

Noting that he is a registered lobbyist on Capitol Hill, Mr. Hardy said that industry has a "legitimate interest" in presenting its case to Congress. He added that the Buchanan Committee took no notice of advertising's role during hearings on the lobbying issue in 1950.

Mr. Hardy also singled out hearing last year before Senate and House Appropriations Committees. He said military authorities had made inadequate presentations on recruiting and were ill-equipped to parry questions thrown out by Sen. Joseph O'Mahoney (D-Wyo.) as to the advisability of alloting funds for this activity.

The function of advertising was not explained, Mr. Hardy continued, nor was it pointed out that specialists could be obtained by the Defense Dept. through media expenditures for an "infinitesimal cost."

Hardy Cited Charges

Mr. Hardy also cited charges raised that advertising constitutes an "economic waste" and that costs should not be allowable for tax computation purposes.

Top government officials familiar with advertising's role now create their own techniques for devising programs aimed at the American public, Mr. Hardy observed. He cited White House liaison with the Advertising Council for various projects.

One such example of government-industry cooperation and advertising power was the recent blood bank drive. Through the efforts of all media, a dangerous blood shortage was averted within 17 days after the campaign got underway.

Hardy Talk Lauded

SENATORIAL plum was handed out to Ralph W. Hardy, NARTB government relations director, following his speech before Women's Advertising Club of Washington last Wednesday. Sen. Ed Johnson (D-Col.) termed Mr. Hardy's address on "Advertising and Government Relations" as a "learned and thought-provoking speech," adding that he "liked his presentation and thinking on the subject." Sen. Johnson, a guest at the luncheon, was accompanied by Nick Zapple, professional staff member of Senate Interstate & Foreign Commerce Committee, which the Colorado Senator heads.

Coy Talk in 'Record'

FCC Chairman Wayne Coy's address to the Cleveland Professional Chapter of Sigma Delta Chi at the Carter Hotel Jan. 28 on "The Intelligent Newspaperman's Guide to Some Broadcasting Problems" in which he predicted not more than 10 or 20 TV station grants will be made this year, appears in the Feb. 7 *Congressional Record* [B•T, Feb. 4]. Copy of speech was introduced by Rep. Oren Harris (D-Ark.)

HAROLD A. PETIT (l), Charleston, S. C., president, National Exchange Club, sponsor of National Crime Prevention Week (Feb. 17-23), discusses with Bill Fineshriber, MBS executive vice president, Mutual's participation in campaign. MBS mystery programs for three months will promote theme, "Crime Does Not Pay."

KING'S FUNERAL

CBC Limits Operation

ALL CANADIAN stations cancelled commercial programs Feb. 15, day of the funeral in London of King George VI. Suitable music as well as eye-witness accounts of the funeral from the British Broadcasting Corp. by shortwave were carried by most stations.

During the 10 days following the king's death, programs were completely rescheduled for most Canadian stations. Practically all sporting events and comedy programs were postponed.

Canadian Broadcasting Corp. stations on Feb. 15 closed down practically all day. All CBC stations carried the full funeral broadcast from London from 4:45-9:30 a.m., EST, then closed down until 2 p.m. for the funeral service from Ottawa. There was a half-hour of music preceding the funeral service, which lasted 2:30-3:30 p.m., then stations closed down again. This was followed by a brief newscast and musical program at 6 p.m. local time.

CBC last Tuesday sent two observers to London to cover the funeral. Picked were war correspondent veterans Gerard Arthur of CBC International News Service, Montreal, and Capt. Wes Briggs, CBC regional representative at Halifax.

NABET Petitions Ottawa

NABET (CIO) has applied with the Canadian Labor Relations Board in Ottawa for certification as bargaining agent for technical employes of CBC's 19 stations for which it claims a majority of membership. The application culminates a six-week organizing campaign undertaken by NABET at the invitation of CBC operators, according to Tim J. O'Sullivan, NABET international representative.

WHIL-WMEX TIFF

FCC Hears Overlap Charges

ORAL ARGUMENT on whether the FCC should revoke the program test authority it granted WHIL Medford, Mass., was heard last week by the Commission en banc. Protest was made by WMEX Boston, which also petitioned the U. S. Court of Appeals for a preliminary stay and an injunction against the program test authority.

Gist of Boston station's complaint is that 25 mv/m contours of both stations overlap and they are less than 40 kc apart in wavelengths. WMEX is on 1510 kc with 5 kw; WHIL on 1540 kc with 250 w daytime. FCC rules forbid stations to operate less than 40 kc apart if their 25 mv/m contour overlap.

At oral argument last week, WHIL claimed that 25 mv/m contours of the stations do not overlap, although it emphasized it had taken measurements along only one radial. It also pointed out that its grant was made in February 1951 and WMEX did not contest the Commission's action then and therefore it should not be penalized now. The Medford station declared that if the Commission felt dubious about the overlap, it would be willing to be moved to 1550 kc temporarily.

Questions FCC Authority

The WMEX petition to the U. S. Court of Appeals claimed that WHIL is operating illegally because the station does not have a license. It thus called into question the legal authority of FCC to issue program test authority.

It also stated that it has received 50 complaints from listeners in its service area that their reception is being interfered with by WHIL transmissions. WHIL in its opposition to WMEX's petition declared that it was willing to put wave-traps in complaining listeners' receivers.

The Boston station asked that the court order the FCC to withdraw its program test authority to WHIL. It also asked that the Court issue a temporary stay order, forbidding WHIL from continuing to broadcast.

WMEX on Feb. 8 went to court, which ordered the FCC to act expeditiously on the station's petition for withdrawal of WHIL's program authority. Next day, the Boston station asked the Court for an injunction, but the Court held that it was in the nature of a petition for a new action and denied it under its interpretation of the Judicial Review Act of 1950. Opinion of Chief Justice Harold M. Stephens of the U. S. Court of Appeals in Washington is considered of technical significance to attorneys. He held that the Act applied only to cases asking the court to review the action of an administrative agency.

EFFECTIVE Feb. 11, WBAP-TV Fort Worth, Tex., added a half hour, starting programming at 9:50 a.m. Station is now on air some 95 hours a week.

the silk hat gets the snowball

In any industry, the leader is always the target. That's true whether you're making shoes, toys . . . or turning out research reports.

Pulse, Inc. is turning out research reports . . . the best in the industry. That's why more stations subscribe to Pulse . . . more agencies use Pulse . . . than the competitive reports turned out by any other rating service!

Pulse's number one position means that it's the target for a lot of "snowballs." But they're easy to melt. As a matter of fact, let's melt a few of them now.

Snowball "Chappell was nominated by Sydney Roslow" to serve on the Special Test Survey Committee.

FACT Excerpt of a letter from Ken Baker, chairman of the committee, to Sydney Roslow: *"I stepped to the phone and invited . . . both Larry Deckinger and Matt Chappell . . ."*

Snowball Chappell was not qualified for the post . . . according to Pulse.

FACT As an impartial member of the committee, he was acceptable. But as a paid hireling for C. E. Hooper, Inc., he was not unbiased—witness his errors of commission and omission.*

Snowball "Pulse," charges Chappell, "uses a quota-type sample. Interviewers select the homes they visit."

FACT Pulse uses a probability sample which permits the greatest degree of scientific accuracy. Interviewers have no choice in the selection of homes.

Snowball "U. S. Hooperating *(now defunct)* and national Nielsen showed close correlation in ratings of network programs in 1949. Hooperating and Pulse correlation was not close."

FACT Nielsen national ratings and Pulse's Multi-market ratings for March-April, 1951, showed a correlation of . . . daytime: 82%; nighttime: 83%. If Pulse had been national, rather than Multi-market, the correlation would have been even higher. (If you would like more information on the current picture—or the picture three years ago—ask Pulse to send it to you.)

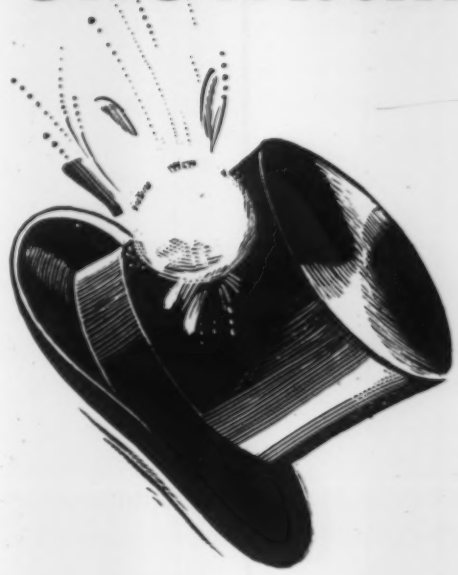
Snowball "Accompanying a Pulse interviewer," Mr. Breyer quotes A. C. Nielsen, "is a revelation. I recommend that you try it."

FACT A group of southern stations recently tried it . . . and concluded: *"This type of survey is more accurate than the coincidental method. If all surveys are carried out as efficiently as this, all of us can utilize surveys as they are intended . . . without reservation."*

Snowball Test Survey Committee approved and endorsed Chappell report . . . implied a recent ad. •

FACT No member of Committee (except Chappell) approved or endorsed Chappell report. In fact, all members resented use of their names in the ad.

Anybody who wants to know the facts about his show and the audience that's hearing or watching it, can find out by contacting



PULSE the number 1 choice of research men who use radio and television ratings.

THE PULSE, INC. • 15 West 46th Street, New York, N. Y.

**Ask Pulse to send you its analysis of Chappell's report.*

CEDRIC ADAMS (l), newscaster for WCCO Minneapolis-St. Paul and CBS Radio personality, joins with Joe Tombers, Purity Bakeries Corp., in blowing out an improvised birthday cake, celebrating 13 years of the bakery's sponsorship over WCCO. Firm sponsors Mr. Adams' *Nighttime News*.

Code Review Board

(Continued from page 25)

all for the benefit of "curious radiomen."

Address by FCC Chairman Wayne Coy will feature the Wednesday luncheon. More workshop meetings are due in the afternoon covering the television code and featuring members of the board of review. A discussion of "public hearing" is scheduled in the afternoon. The annual banquet winds up its proceedings Wednesday night.

The combined NARTB boards voted approval of a radio board action calling on the FCC to abandon the old regulation calling for identification of electrically transcribed programs and announcements, except for newscasts (see radio board story, page 24).

Frank M. Russell was appointed NARTB representative at the U. S. Chamber of Commerce. H Quenton Cox, KGW Portland, Ore., reported on behalf of the new membership committee (see membership story page 25).

List of new associate members was approved, including Century Lighting Inc. New York; Continental Electronics Manufacturing Co., Dallas; Gray Research and Development Co., Hartford, Conn.; Screen Gems TV Dept., New York; Standard Audio and Measurement Service, New York research organization.

Approval was given the FM promotion project after hearing a report from Ben Strouse, WWDC-FM Washington, FM committee chairman (see radio board story, page 24).

Robert K. Richards, NARTB, public affairs director, reported on a plan to make some of *NARTB Bulletin* and *Reports* available to educational institutions at a fee of $15 a year. The plan was approved. Mr. Richards reported on the Voice of Democracy contest.

Legislative reports were submitted, with the combined boards informed of the status of the Benton Bill and other proposed measures.

Two interpretations by Judge Miller, clarifying the status of board members under the new by-laws were endorsed.

NARTB'S CODE

THE NATION's telecasting stations and networks, at least that portion coming under NARTB's new Television Code, will start operating March 1 under a set of commercial and program standards designed to halt public and official criticism of the visual medium.

Format for operation under the code was set up last week by the NARTB Television board, which met Wednesday and Thursday at Lost Valley Ranch, Bandera, Texas. The board met separately for two days and then joined with the NARTB Radio Board for a combined session Friday (see story page 25).

Less than two weeks remain for NARTB's staff to handle the huge job of signing subscribers to the video code and getting them adjusted to the stiff terms of the self-disciplining document. Even before the code goes into operation, there are signs that legislators and other groups are looking for elimination of practices they deem objectionable.

At the same time the TV industry will find itself under close surveillance from organized interests as well as the millions of listeners who are to be told by every available promotion means about the code and its provisions. They will be constantly reminded of the code by means of a copyright seal. NARTB has prepared film, slides and similar means of displaying the seal.

$40,000 Budget Set

The board set up the $40,000 budget for the first year of operation under the code, which was originally promulgated last December. It set up details of subscription and approved makeup of the Television Code review board which will review programs, handle complaints, interpret the document and make recommendations to the television board.

Action implementing the new code was one of the many decisions reached by the video directors. Another important step was to set up nomination procedure since the nine elective board terms expire at the NARTB convention in Chicago March 31-April 2.

Four directors representing each of the four TV networks, are appointed by the network themselves.

With 82 of the 108 operating TV stations as NARTB members, plus the networks, the chances for code adherence by most of those belonging to the association were considered bright. There were signs, too, that many non-members were planning to subscribe.

The plan for code financing provides that the networks each pay $1,500 a year for code subscription, it was understood. The special plan was adopted at suggestion of networks themselves. All TV networks belong to NARTB.

Basic payment by stations subscribing to the code will be $520 per year if 65 stations subscribe. Stations belonging to NARTB will get a credit of $250 toward the station dues, making the actual payment $270 per year for code subscription.

Non-members will pay $520 for code subscription.

A sliding scale was set up by which cost of station subscriptions will drop as the number of station subscribers increase. A sliding scale specifies that when the number of subscribing stations reaches 90 the fee will be $405 per station.

NARTB-TV members will still get the $250 credit under this scale.

Five meetings are to be held annually by the Television Code review board. In addition, the $40,000 code budget, proposed by President Harold E. Fellows, provides for special meetings of the television board itself in connection with administration of the code. The directors have the right to impose penalties for violation of code terms, including lifting of the seal or suspension of the right to display it.

Budget Covers Staff

The budget also covers staff personnel for code administration as well as travel and other expenses along with overhead and seal costs.

The TV board unanimously approved a plan to conduct election of TV board members during the Chicago convention. Five two-year terms will be filled along with four one-year terms. Nominations will be made from the floor at the Chicago convention. First the TV delegates will vote for five two-year TV board members. Of these, four will be combination radio-TV station operators and one a television-only operator. After these five have been elected, those remaining on the list of nominees will be eligible for election to the four one-year terms. Three of the terms will be filled by radio-TV operators and one by a TV-only operator.

Annual budget for the TV segment of NARTB's activity was submitted by Robert D. Swezey, WDSU-TV New Orleans, on behalf of the TV finance committee of which he is chairman. Mr. Swezey presided at the TV board meeting in his capacity as board vice-chairman. Eugene S. Thomas, ex-board chairman, resigned the post when he left WOR-TV New York to join George B. Hollingbery Co. On the finance group with Mr. Swezey are Campbell Arnoux, WTAR-TV Norfolk, Va., and George B. Storer, Fort Industry Co.

Next Year's Money

For the next fiscal year, starting April 1, the board approved a budget of $136,140.80, subject to action at the joint board meeting last Friday. The full board was given a full NARTB budget plan calling for a discount in membership dues for firms or organizations owning more than one outlet, provided all stations of the group are association members. This plan promises substantial savings for multiple station membership, it was explained.

A balance of over $18,000 was reported to the board membership and finance committee. Operation of the TV section is in charge of Thad Brown, NARTB-TV director.

The April 1, 1951-March 31, 1952 TV budget of $150,000 includes a flat payment of $50,000 to NARTB for overhead expenses. Salaries in the budget run around $65,000 with the remainder covering printing, contingent items, board expenses, travel and related items. It appeared TV expenditures would increase now that the code administration is getting underway.

The new fiscal budget envisions an income of $185,700 from membership dues plus $16,800 or a total of $202,500. The dues discount likely would cut income around $14,600 or an adjusted income of around $187,812.

The payment to NARTB rises from $50,000 to $65,125 under the new budget and the salary item rises to $34,940.

Representing the four TV networks at the Texas board meeting were Alexander Stronach Jr., ABC vice president; Herbert Akerberg, CBS vice president; Chris Witting, DuMont TV Network general manager, and Frank M. Russell, NBC vice president. They serve on the TV board as network appointed directors.

Others Attending

Others attending the TV board meeting besides those mentioned above were Harold Hough, WBAP-TV Fort Worth; Clair R. McCollough, WGAL-TV Lancaster, Pa.; W. D. Rogers Jr., KEYL (TV) San Antonio; Judge Justin Miller, chairman of the combined NARTB board; C. E. Arney Jr., NARTB secretary-treasurer; and Robert K. Richards, NARTB director of public affairs.

Absent were Harry Bannister, WWJ-TV Detroit; Paul Raibourn, KTLA (TV) Los Angeles, and Mr. Storer, who was ill.

Mechanics Set at San Antonio

Blake-Sparks Nuptials

FORMAL ANNOUNCEMENT will be made this week of the marriage of John Blake, owner of KSNY Snyder, Tex., to Miss Minnie Sparks, confidential assistant to FCC Commissioner Rosel H. Hyde. They eloped and were married on Nov. 9 at West Memphis, Ark., by a justice of the peace. Mrs. Blake has been on leave from her FCC post since November.

NEWS programs by NBC radio total 119 shows each week, an aggregate of 20 hours and 55 minutes.

OREGON FARM HOUR with "Farmer Jones"

Preference

OF NORTHWEST DAIRYMEN

In December, 1951, "Farm Opinion Research" conducted a mail survey among dairymen of Oregon and Washington. Nine hundred questionnaires were mailed to determine farm radio listening preferences and early morning work schedules. A return of over 16% was received. Here are the results:

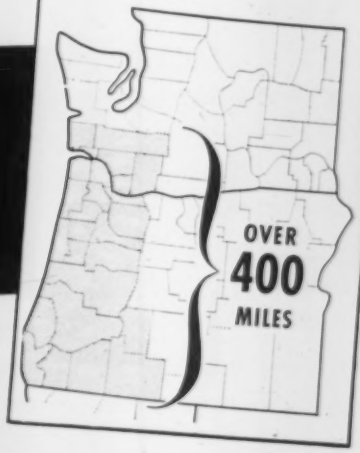
- **Over 90% of the dairymen are up before 6:30 a.m.**
- **Over 70% do their milking before 6:30 a.m.**
- **60% have radios in their barns.**
- **Over half of the farm radios are in use before 7 a.m.**
- **KEX RECEIVED MORE VOTES FOR MORNING LISTENING THAN ANY OTHER INDIVIDUAL STATION!**

The following figures show KEX preference:

KEX	24%
Portland station "A"	12%
Portland station "B"	20%
Portland station "C"	14%
All other stations	27%
No preference	3%

RETURNS RECEIVED FROM WIDE AREA

Response to the "Farm Opinion Research" survey was received from 24 counties, covering a 400-mile area.



"OREGON FARM HOUR" TAPS RICH MARKET

Pacific Coast farm income is the nation's highest! Average income per farm in Pacific Coast states in 1950 was $9,483...or $3,644 MORE than the national average of $5,839.

Sell your products to the 130,000 farms in Oregon and Washington with the "OREGON FARM HOUR"— (NEWS, MUSIC, PRICES, and WEATHER, for the Pacific Northwest's great agricultural industry).

CONSULT KEX SALES OR FREE & PETERS FOR COMPLETE DETAILS.

KEX

Oregon's *Only* 50,000 Watt Station

ABC AFFILIATE IN PORTLAND

WESTINGHOUSE RADIO STATIONS INC

KYW • KDKA • WBZ • WBZA • WOW • KEX • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Season Campaigns

(Continued from page 23)

Manus, John & Adams, Detroit, is the agency.

A comprehensive advertising and merchandising program, geared to support "an increasing sales trend for Mounds and Almond Joy coconut candy bars," was also announced last week by John H. Tatigian, president of Peter Paul Inc. Local and regional radio news programs have been scheduled by the advertiser in about 100 key markets from coast to coast, using 10 and 15-minute shows. In some larger cities where additional radio activity is required, other types of local program availabilities are being considered. Maxon Inc., New York, is the agency for Mounds.

Mounds Campaign

This year's radio campaign for Mounds marks a shift from network to local and regional news programs. Last year, the company sponsored Ed Murrow on a split-western-half of the CBS Radio network. Featured among the merchandising material this year for Mounds will be color streamers, shelf talkers and a display decorated in a South Sea Island motif.

McKesson & Robbins (Tartan suntan lotion), is giving its 1952 advertising campaign a record budget and will feature the radio and TV family of Tex and Jinx McCrary in a concentrated all-media drive this spring and summer. Prominent in Tartan plans, as well, is an expansion of the successful tie-ins of past seasons. Tartan has already arranged a joint advertising and merchandising program with Cole of California, McGregor sportswear and Bates fabric, all of whom will feature Tartan lotion and credit in national advertising.

Tartan plans a summer saturation job in spot radio, employing short, fast copy. These "Sun-in-Safety" spots, correlated with weather reports, will be launched in 45 major cities in the country—an increase of at least 15 markets over last year—starting May 3 and continuing through mid-July.

In New York alone, Tartan plans to schedule more than 2,000 announcements throughout the sun season. Backing up the spot campaign will be participation in programs of top radio personalities, along with television spots in selected areas.

In addition to the advertising schedule, Tartan will feature a full-scale publicity program, with numerous tie-in promotions and publicity stunts scheduled for the summer season. J. D. Tarcher & Co., New York, is the agency.

American Chicle Co., New York (Clorets), currently carrying a heavy spot schedule, is understood to have a sizable increase for spring expansion under consideration. Definite decision will be forthcoming next week through Dancer-Fitzgerald-Sample.

Holmes and Edwards, division of International Silver Co., Meriden, Conn., is buying a four-week spring campaign for its silverware in 120 major radio cities [B•T, Feb. 11] through Cunningham & Walsh.

Pepsi-Cola, which sponsors a TV network show featuring Faye Emerson, and which used a spot schedule on 60 markets during the three-month 1951 summer season, is still in the throes of preparing its summer budget allocation. Biow Co., New York, is the agency.

Champagne Velvet (beer) and Standard Brands (iced tea), perennial summer spot users, are also planning their summer allocations.

Radio Sales Up

(Continued from page 23)

—*News* (52 weeks); State Farm Mutual Automobile Assn. for *Cecil Brown* (13 weeks).

ABC radio recorded one of its major sales of the new year early this month, when General Mills ordered participation sponsorship of three programs under the network's Pyramid Plan. On behalf of its Kix, General Mills will participate in *Top Guy* starting Wednesday; *Defense Attorney* starting Thursday, and part of *Stop the Music*, starting next Sunday. Others new business thus far this year:

Stokely-Van Camp for *John Conte Show*; Churches of Christ of Abilene, Tex. for *Herald of Truth*; Greystone Press for two *Magic of Believing* shows and one *Sidney Walton News* program; National Optics for one *Magic of Believing* and one *Sidney Walton News*; Gillette Safety Razor Co. for Sugar Bowl football game; Buick Div. of General Motors for one *Big Hand*, one *Top Guy*, and one *Hollywood Star Playhouse*; Fred Fear & Co. for one *Stop the Music*; American Chicle for participations in ABC's three program Pyramid Plan.

ABC radio's renewals were listed as:

Goodyear Tire & Rubber Co., for *Greatest Story Ever Told*; Christian Science Publishing Co., for *The Christian Science Monitor Views the News*.

Control Laws

(Continued from page 30)

never be undone," Mr. Truman remarked.

There was other activity on the price front last week: (1) Approval by the Senate Banking Committee of Ellis Arnall as price stabilizer, to succeed Michael DiSalle, who resigned to seek the Senate Democratic nomination in Ohio; (2) study by OPS of possible "decontrol" in certain industries. Mr. Arnall favored as much decontrol as possible but held out for strengthening of the law.

One of Mr. DiSalle's final acts was to appoint a decontrol study committee. OPS spokesmen said that, while ceiling prices of different industries constitute one factor, it is unlikely that radio-TV manufacturers will be decontrolled in the foreseeable future.

Basic criterion is the relative importance of the products to the economy and the paperwork that would be saved under decontrol. This would apply largely to "soft" goods. Radio-TV set producers, many of whom are selling at below-ceiling levels, are currently awaiting issuance of tailored price regulations to guide their industry.

upcoming

Feb. 18: Academy of Television Arts and Sciences, installation and awards dinner, Ambassador Hotel, Los Angeles.

Feb. 19: NARTB regional TV tax clinic, Mayflower Hotel, Washington.

Feb. 20-23: Georgia Press Institute, 24th annual session, U. of Georgia, Atlanta, Ga.

Feb. 22: Illinois Broadcasters Assn. annual spring meeting, Leland Hotel, Springfield, Ill.

Feb. 22: Voice of Democracy Awards Luncheon and Presentations, 12:30 p.m., South American Room, Statler Hotel, Washington, D. C.

Feb. 24-26: New England Newspaper Advertising Executives Assn. and Advertising Managers Bureau of the New York State Dailies, joint meeting, Stratfield Hotel, Bridgeport, Conn.

Feb. 28-29: Oregon State Broadcasters Assn. annual meeting, Eugene Hotel, Eugene, Ore.

Feb. 29-Mar. 1: Western Radio and Television Conference, 5th annual meeting, Stanford U., Palo Alto, Calif.

Mar. 3-6: Institute of Radio Engineers national convention, Waldorf-Astoria Hotel and Grand Central Palace, New York.

Mar. 10: FCC-Theatre Television hearing, Washington.

Mar. 17-20: National Premium Buyers 19th annual Exposition, Conrad Hilton Hotel, Chicago.

Mar. 19-21: Assn. of National Advertisers, spring meeting, The Homestead, Hot Spring, Va.

Mar. 21-22: Third annual Advertising Institute, Emory U. and the Atlanta Advertising Club, Atlanta, Ga.

ELIZABETH, N.J., CRASH

Radio and TV Again on Job to Cover

THIRD PLANE crash in Elizabeth, N. J., within three months was blanketed by broadcasting reporters with first radio bulletins being announced almost immediately and with first television pictures transmitted at 7 a.m. the following morning.

Occurring at about 12:30 a.m. Monday, the crash was bulletined on wire services at 12:45 a.m. and on the air over NBC and ABC radio at 12:55 a.m. while CBS, through WCBS New York, stayed on the air until 1:30 a.m. to give wreck details to New York audiences. Television scoop was pulled, for the second time over NBC-TV by *Today*, which had similarly scored in announcing the death of King George.

NBC radio reporter Chet Hagan went to scene early Monday morning to give on-scene coverage at 6:15 a.m., after the network had opened at 5:30 a.m. with bulletin reports of the crash. Graham Grove assisted in the eyewitness spot-news reports from Elizabeth at 7, 7:30 and 8 a.m., with wrap-up coverage broadcast by NBC in a special 15-minute program at 1:45 p.m. EST.

NBC-TV mobile unit was dispatched to Elizabeth at 12:45 a.m.—even before the news was broadcast—and took film of the event until a direct video pickup could be made, abetted at the scene by eye-witness accounts and Don Goddard's news stories.

CBS Radio special events department sent Abram Weston and Ralph Paskman to Elizabeth for first-hand coverage while WCBS remained on air an extra 25 minutes. Network news programs gave full details the next morning at 7:45, 8, and 9 a.m. while CBS-TV carried the event on all regular news programs.

The wreck—which took 32 lives—was covered for ABC by Bill Whitehouse, manager of special events, and Gordon Fraser. After the first 12:55 a.m. bulletin, ABC radio carried further reports throughout the night on WJZ New York's all-night music show. Next day, Julian Anthony recorded reactions of Elizabeth citizens and network also angled for reactions of New Jersey Congressmen in Washington. ABC television (via WJZ-TV New York) first bulletin was at 10:30 a.m. the next day, with first comprehensive graphic coverage coming via film and "live" commentary at 7 p.m. Tuesday.

DuMont sent Cameraman Don Trevor to the crash scene at 2 a.m. where he shot film used on the next noon news program at 12:15 p.m.

WPIX (TV) New York showed the burning plane just after it pancaked to a schoolyard landing, thanks to an amateur photographer, Bob Schumaker, shop foreman of an automobile agency, who took 16mm pictures of the crash as soon as he arrived on the scene from his home, eight blocks away.

Off the air at the time of the crash, WNJR Newark had staff working to collect first-hand reports for broadcast at 7 a.m. Monday and later aired interviews with House subcommittee members visiting Elizabeth to hear the controversy about the airport's location. Station also got fresh report from the closed airport Monday noon in a half-hour roundup of crash news.

WATV (TV) Newark, usually signing off at 1 a. m., stayed on the air until 3:25 a.m. giving reports, including an eye-witness account made by a WATV engineer, Gil Lynn, who resides in New Jersey. All special events coverage—including a Monday afternoon forum among six state and local officials about the airport location — was handled by Nat Shoehalter.

WMTR Morristown, N. J., sent newsmen Merrill Morris, Joe Slavin and Frank Fellmer to the crash site to tape interviewers. Taped hourly news broadcasts were aired as a public service by a local clothing store.

WIRE

INDIANAPOLIS

Proudly Announces

the APPOINTMENT of

FREE and PETERS, Inc.

as EXCLUSIVE

NATIONAL SALES REPRESENTATIVES

EFFECTIVE

MARCH 1, 1952

They'll be working together hand in hand

INDIANAPOLIS BROADCASTING, INC.

PRIMARY NBC 5,000 WATTS

ET Identification

(Continued from page 24)

the FCC freeze upsets the schedule. Final decision within a year is possible. Bernard Koteen is special counsel for the committee. Other members of the group are Mr. Essex and Marshall Pengra, KGKB Tyler, Tex. The board praised Mr. Grove for the progress made.

The board, in acting on the Grove committee's report, adopted a suggestion by Mr. Hanna that no wattage discrimination apply in the case of FM.

Ben Strouse, WWDC-FM Washington, said the current three-section drive to promote FM set sales and listening is producing results. Both distributor and dealer interests are showing more interest in FM as a result of the North Carolina and Wisconsin drives [B•T, Feb. 11]. He said "it is quite evident that increased sales results may be expected to follow for several months after the close of FM Month." He said the Washington, D. C. FM campaign starts in March [see story, page 48].

"It is the broadcaster's program that sells the sets except in places where FM is genuinely needed for decent reception," Mr. Strouse said. He explained dealers should be advised to pay more attention to installation of FM sets. Among results of the campaign, beside FM set sales, are increased FM listening and development of FM's prestige among local merchants and advertising agencies, he said.

Ask Drive Extension

Requests to extend the drive beyond the three areas now active have been received from upper New York, Alabama, Philadelphia, New York City, West Virginia-Ohio; Quincy, Ill., Tri-State Area; Massachusetts, Virginia, Northern Illinois, San Antonio and others.

President Harold E. Fellows was authorized by the board to name a special committee to handle radio copyright matters especially in the music field.

A fund of $10,000 was appropriated to provide for improvements to the NARTB headquarters building in Washington. Resignation of Craig Lawrence, formerly with WCOP Boston, as District 1 director, was accepted. Mr. Lawrence has joined CBS in New York. A special election will be held to fill the post.

Four members of the radio board were unable to attend and were excused. They were John H. DeWitt Jr., WSM Nashville; James D. Shouse, WLW Cincinnati; A. D. Willard Jr., WGAC Augusta, Ga. Frank White, MBS.

DAILY trans-Atlantic reports on the Olympic Winter Games were scheduled to be broadcast directly from Norefjell, Norway, by NBC starting last Thursday and continuing though the finals, Feb. 25. William Fitzgerald, program manager of the Armed Forces Network in Germany, will act as special NBC correspondent.

Ambassador Rogers

MEMBERS of the NARTB combined board last week accepted W. D. Rogers Jr., KEYL (TV) San Antiono, as ambassador extraordinary representing the Republic of Bandera, Tex. He was granted this privilege for his services to NARTB board at the annual winter meeting held at Lost Valley Ranch, Bandera. The board thanked Director Rogers for hospitality far beyond the call of duty.

BMI CLINICS

Two Week Schedule Set

FOLLOWING last year's successful BMI field clinics, held in 37 states with an average attendance of 82 broadcasters per clinic, BMI will stage a new series in the two-week period April 28-May 12, when the industry-owned music licensing organization has scheduled 40 program clinics to be held in 36 states and four Canadian provinces.

General format will comprise three speakers traveling with each BMI clinic troupe and three speakers from the state in which the clinic is held. Talks on the major phases of programming, station operation and management will be followed at each clinic by an open forum in which every one present is encouraged to take part. These "bull sessions" were highly popular during the 1951 clinics, BMI stated.

W. Emmett Brooks, chairman, Committee of Presidents of State Broadcasters Assn., in a letter to BMI President Carl Haverlin said, "I'm sure stations have found it highly profitable to send several staff workers from all departments to broaden them in all facets of radio operations through clinic talks and discussions, since these one-day refresher courses are a great idea exchange for all of us."

BMI program clinics so far confirmed as to state, city and date are:

Alabama (Montgomery) May 8; Arkansas (Little Rock) May 2; Arizona (Phoenix) April 28; No California (San Francisco) May 9; Colorado (Denver) May 2; Florida (Gainesville) May 6; Georgia (Athens) May 10; Illinois (Chicago) May 9; Idaho (Boise) May 2; Indiana (site undetermincd) April 28; Kentucky (Owensboro) April 23; Louisiana (Alexandria) May 5; Maine (undetermined) May 12;

Michigan (Battle Creek) April 30; Minnesota (Minneapolis) May 7; Mississippi (Jackson) May 3; Missouri (St. Louis) May 6; Montana (Missoula) April 28; Nebraska (Omaha) May 1; New Jersey (Atlantic City) May 6; North Carolina (undetermined) May 2; Oklahoma (Oklahoma City) May 7; Oregon (Portland) May 7; So. Carolina (Columbia) May 5; So. Dakota (Sioux Falls) April 30; Texas San Antonio) May 9; Tennessee (Nashville) April 29; Utah (Salt Lake City) May 1; Virginia (undetermined) May 1; West Virginia (Charleston) April 29; Wisconsin (Milwaukee) May 5; Upstate New York (Syracuse) May 8.

Dates tentatively set include: Maryland (Baltimore) May 5; Washington (Seattle) May 6; Ohio (city to be determined) May 2; Massachusetts (Boston) May 9; and So. California (Hollywood) April 29.

NARTB Engineering Convention Agenda

(Continued from page 24)

"Lighting for Television"—A Film Produced by the Columbia Broadcasting System
To be introduced by William B. Lodge, CBS

Research in Broad Band Transmission
By: Dr. W. H. Doherty, Director of Research in Electrical Communications, Bell Telephone Labs

Construction and Operational Economics of Television Broadcasting
By: Robin Compton, Associate, George C. Davis, Radio and Television Consulting Engineers

A 35 kw Television Amplifier for Channels 2-6
By: F. J. Bias, GE

Planning and Installation of the First Television Station in Argentina
By: M. Silver, Federal Telecommunication Labs (Tentative)

WEDNESDAY, APRIL 2, 1952

Morning Session 9:45 a.m.

President: Raymond F. Guy, Manager, Radio and Allocation Engineering, NBC

High Gain Loop Antenna for Television Broadcasting
By: A. Kandoian, Federal Telecommunication Labs

UHF Propagation
By: Dr. George Brown, Research Engineer, RCA

Television Studio Equipment Planning
By: C. A. Rackey, NBC

A Gray Scale Generator
By: G. E. Hamilton, Eastern Division Television Engineering, ABC

12:30 p.m.—Joint Luncheon in Grand Ballroom
Speaker: Wayne Coy, FCC chairman (tentative)

Afternoon Session 2 p.m.

Symposium: Ultra-High Frequency Television

Presiding: Stuart Bailey, Jansky and Bailey, Consulting Radio and Television Engineers, Washington

Panel:

Ralph N. Harmon, Engineering Manager, Westinghouse Radio Stations, Washington, D. C.

James McNary, Consulting Radio and Television Engineer, Washington, D. C.

John Battison, Director of Education, National Radio Institute, Washington

John Young, Manager, Broadcast Transmitter Engineering Section, RCA

Robert P. Wakeman, Research Engineer, Allen B. DuMont Labs, Passaic, N. J.

Participant from General Electric to be announced.

7:00 p.m.—Convention Banquet Grand Ballroom

Symposium: Small Television Operations

Presiding: Col. John H. DeWitt, President, WSM, WSM-TV Nashville

Panel:

Frank P. Bremmer, Vice President and Chief Engineer, WATV Newark

Nevin Straub, Technical Director, WJAC Johnstown, Pa. (Tentative)

R. A. Isberg, Chief Engineer, KRON-TV San Francisco (Tentative)

J. E. Mathiot, Technical Director, WGAL-TV Lancaster, Pa.

CANADA'S RADIO AUDIENCE

Tune to Commercial Shows by 2 to 1 Ratio

MOST CANADIAN radio listeners prefer to tune to privately-owned stations rather than to the government-sponsored Canadian Broadcasting Corp., according to a report issued last week by the Canadian Assn. of Broadcasters.

The CAB report, based on a study by Elliott Haynes Ltd., pioneer Canadian radio research company, said that on the average only 18.5% of Canadian sets-in-use are tuned to CBC-produced programs. The rest of the radio audience is listening to non-government broadcasting, which, like that in the U. S., is supported by advertising revenue.

CBC is supported by an annual government subsidy from tax funds of $6,250,000 plus $5,500,000 a year from license fees. It also carries some commercially sponsored programming, about $2.5 million worth a year.

Significantly, the commercial shows on CBC, though occupying only 10.2% of CBC schedules, rate far bigger audiences than the non-commercial domestic programming, which takes up 72% of CBC time. (The other 17.8% of CBC's schedules is made up of programs originating outside Canada and was not treated in this study.)

Canadian commercials get an average of 39.9% of all sets-in-use. The sustaining features, including news and special events, get only 16.5%.

The CBC sets-in-use averages quoted by CAB were for the year from Nov. 1, 1950, to Oct. 31, 1951, and include rural and urban audiences and time periods between 9 a.m. and 10 p.m. weekdays and 6 p.m. to 10 p.m. Sundays.

The CAB report, commenting on the subsidized nature of CBC, pointed out that "more than 80% of Canadians voluntarily tune in the programs of the independent or non-government stations who do not share in any way either of the subsidies (taxes and license fees).

"In fact," the report added, "they exist solely from their commercial revenue, as do all other forms of publication. In fact, the privately-owned stations, in addition to paying taxes which the CBC does not, are required yearly to pay approximately $160,000 themselves to the Canadian Broadcasting Corp. for what is known as a transmitter license fee."

WAVZ Educators Panel

NEED for close cooperation between educators and broadcasters was emphasized in a meeting of New Haven, Conn., school principals last Monday in WAVZ New Haven's auditorium. Panel speakers included Franklin Dunham, radio-TV chief, U. S. Office of Education; Daniel W. Kops, WAVZ vice president and general manager; James Frost, audio-visual consultant, Connecticut state Dept. of Education; Prof. Edward C. Cole who teaches television at Yale U. drama school.

World Wide Acceptance!

GATES 5/10 KW Transmitters

Typical Gates Customers Around the Globe

Bangkok, Thailand	4 — 10KW
"YSS", San Salvador	1 — 10KW
	2 — 5KW
"YSU", San Salvador	1 — 10KW
"CMCU", Havana, Cuba	1 — 5KW
Embassy of Pakistan	3 — 10KW
Johannesburg, South Africa	6 — 5KW
"CJON" St. Johns, Nfld.	

Domestic BC 5-10 KW Users

WOOF	Dothan, Ala.	KCNA	Tucson, Ariz.
KBIG	Avalon, Calif.	KPOL	Los Angeles, Calif.
KFXD	Nampa, Ida.	KSCJ	Sioux City, Ia.
KGNO	Dodge City, Kan.	WKNK	Muskegon, Mich.
WCOW	South St. Paul, Minn.	KRES	St. Joseph, Mo.
KTRM	Beaumont, Texas	WENE	Endicott, N. Y.
WIST	Charlotte, N. C.	WBSC	Bennettsville, S.C.
KUTA	Salt Lake City, Utah	WCHS	Charleston, W. Va.

In Bangkok and Sioux City, Johannesburg and Muskegon, broadcasters have discovered that, in any language, the name GATES stands for dependability — low cost operation!

Yes, acceptance of GATES 5/10 KW transmitters is world wide, and for many good reasons.

For example: Whether for standard broadcast or short wave telephone or telegraph service, there is a GATES 5/10 KW transmitter exactly suited for the job to be done. With twelve models to choose from, there is no necessity for making costly adaptations — no need for compromises that cost in efficiency as well as dollars.

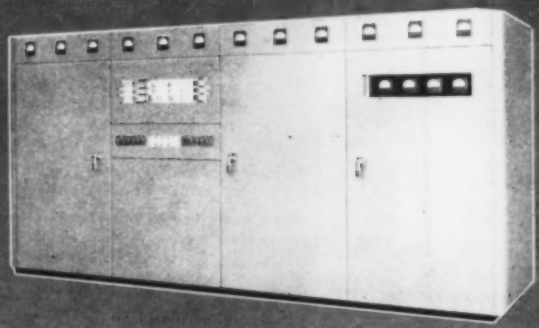
LOW INITIAL COST — LOW OPERATING COST

Another prime reason for GATES popularity, everywhere, is that while maintaining the highest standards of quality, GATES 5/10 KW transmitters always cost less to buy and install — and equally important, cost less to operate.

Because over 80% of GATES production is that of radio transmitting equipment, production efficiencies are possible that result in substantial savings of up to several thousands of dollars compared to competitive makes of equal caliber.

Savings, too, are provided by the use of the popular new 3X2500F3 tubes as both power amplifiers and modulators. This proved tube, an excellent performer at both medium and short waves, operates at lower plate voltage which means greater safety factor and better circuit constants.

Operating costs are lower since power consumption and tube replacement costs are less. One broadcaster reported actual savings of $100.00 monthly in power bill after installing new GATES 5 KW equipment. Because every GATES transmitter is straightforward design, maintenance is easier and replacement components standard throughout the world.



GATES BC-5B 5KW TRANSMITTER With Phasor

5 R.F. stages with single 3X2500F3 power amplifier; 4 audio stages with pair 3X2500F3 Class B modulators. Inverse feedback employed but will meet full F.C.C. requirements when omitted. Three power supplies. Oil filled modulation transformer and reactor. Response 30 - 10,000 cycles 1.5 Db. Noise 60 Db. below 100% modulation unweighted; Distortion 3% at 50 and 7500 cycles, even better between. Power consumption at 100% modulation only 18.5 KW.

Wherever you are — whatever your transmitter requirements — why not write today for descriptive literature and engineering data on these modern GATES 5/10 KW transmitters? See for yourself why GATES transmitters are the first choice of so many — the world around!

GATES

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.

MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D. C. • International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

Hold the

in the palm of your hand

KCMC
KCMC-FM

TEXARKANA, TEXAS
ABC-TSN

Put your sales message on the station that serves this four-state area of prosperous, buying people. Income from oil, lumber, agriculture, livestock and manufacturing.

239,330 PEOPLE
LIVE WITHIN KCMC AM-FM .05M V/M AREA

Frank O. Myers, Mgr.
Represented by O. L. TAYLOR CO.

KAMD CAMDEN, ARKANSAS

KAMD-MBS is the pioneer station of South Arkansas serving Ouachita County. Camden is the home of one of the largest Navy Ordnance installations. Thousands of residents employed in vast paper mills, furniture factories, lumber industry, and agriculture.

CHECKING final plans for *State College Farm Forum*, 15-minute farm and home information program which is aired daily from South Dakota State College, Brookings, S. D., are these broadcasters. Seated (l to r) are David Kempkes, manager, KIHO Sioux Falls; H. M. Crothers, vice president, SDSC; John Headley, president, SDSC; Byron McElligott, manager, KSDN Aberdeen; Max Staley, manager, KIJV Huron; standing (l to r): Robert Parker, radio director, SDSC; George Phillips, head, journalism department, SDSC; Raymond Eppel, manager, KORN Mitchell; George Gilbertson, extension service director, SDSC; Marvin Magnuson, U. S. Weather Bureau, Huron; I. B. Johnson, experiment station director, SDSC; Ross Case, manager, KWAT Watertown, and Fred Schweikher, program director, KIHO. Program is carried on State College Network, made up of KWAT Watertown, KORN, KIHO, KIJV and KSDN.

RELIGIOUS RADIO-TV PROGRAMS

National Council of Churches Reports Wide Use

SOME 442 network radio programs and 161 network television productions—plus 455 other broadcasting events—were presented last year by the Broadcasting and Film Commission of the National Council of the Churches of Christ in America.

Year-end report has been issued by the Rev. Truman B. Douglass, executive chairman of the board of managers, who emphasized, "many of our radio and television programs go through doors that ordinarily are closed to the church." By broadcasting to people with no church background at all, the council, he said, "tries to make such persons persuasively aware of the church close by." The total of 1,058 radio and television programs resulted in the council's sending over a half-million pieces of mail to listeners, he reported.

Network radio programs included 182 on ABC, 156 on Mutual and 104 on NBC for a total of 442. WOR New York, with its *Radio Chapel*, also broadcast 33 programs locally.

Network TV activity included 156 programs on DuMont and five on NBC-TV.

Four radio transcriptions were prepared by the commission for a total of 49 programs. Seven television films were provided broadcasters, six 15-minute presentations—of which five were in color—and a 30-minute film.

The rest of the broadcasts were made of special events: 14 programs for national radio networks, prepared by the commission; 81 network commercial radio shows, and 25 local commercial radio programs. In addition, there were seven network TV programs, completely built by the commission; 46 network commercial television shows, and 20 local commercial TV programs. Sustaining programs numbered 159 for radio networks and six for local radio stations; two for network television and six for local video outlets.

New areas for 1952 programming by the commission will emphasize low-cost, high-interest films for television, which will be produced in quantity for high school and college-age people, Ronald Bridges, executive director of the commission, said. "We plan a new dramatic radio series that will highlight Protestantism's contribution to the very bases of our nation's life," he added.

CHURCH PROMOTIOM

Credited to Radio, TV

USE OF RADIO and television to promote church attendance has increased steadily since 1949, according to spokesman for religion in American Life Movement. As reported by the Advertising Council, national network radio messages, in terms of listener impressions, were 235 in 1949, 238 in 1950 and 256 in 1951. Television network messages were not used during 1949 and 1950, but totaled 55 last year after a TV kit, including two films, had been sent to every Amerivideo outlet. Messages were broadcast on both sustaining and commercial programs, with such companies as General Mills, Lever Bros. and Procter & Gamble contributing radio time, while Lincoln-Mercury and Kraft cheese gave TV messages. The religious movement, representing Protestants, Catholics and Jews, and headed by layman's committee under Defense Mobilizer Charles E. Wilson, is particularly interested in broadcast media, the spokesman said, since "radio and TV reach homes where newspapers are never read."

WWJ INCIDENT

Station Dismisses D. J

SERVICES of Bill Silbert, disc jockey, have been dropped by WWJ Detroit for allegedly repeated violations of a station rule involving discussion of controversial subjects, a WWJ spokesman said last week.

Mr. Silbert conducted a night two-hour broadcast from Detroit Wonder Bar, spinning records and chatting informally with celebrities. A broadcast conversation with accordionist Dick Contino, who served a term for draft evasion climaxed a series of such violations, the spokesman said. WWJ does not oppose controversial discussion but feels they should be aired only by competent authorities, it was explained.

WWJ had asked Mr. Silbert to talk less and play more records according to the spokesman. After the Contino incident, which evoked a protest from one listener, the station gave him two weeks notice.

SHAWN PROMOTION

Made Official by NBC

FRED SHAWN'S promotion from director of NBC-TV production services to director of radio station relations [B•T, Feb. 11] was officially announced last week by Carleton D. Smith, NBC vice president in charge of station relations.

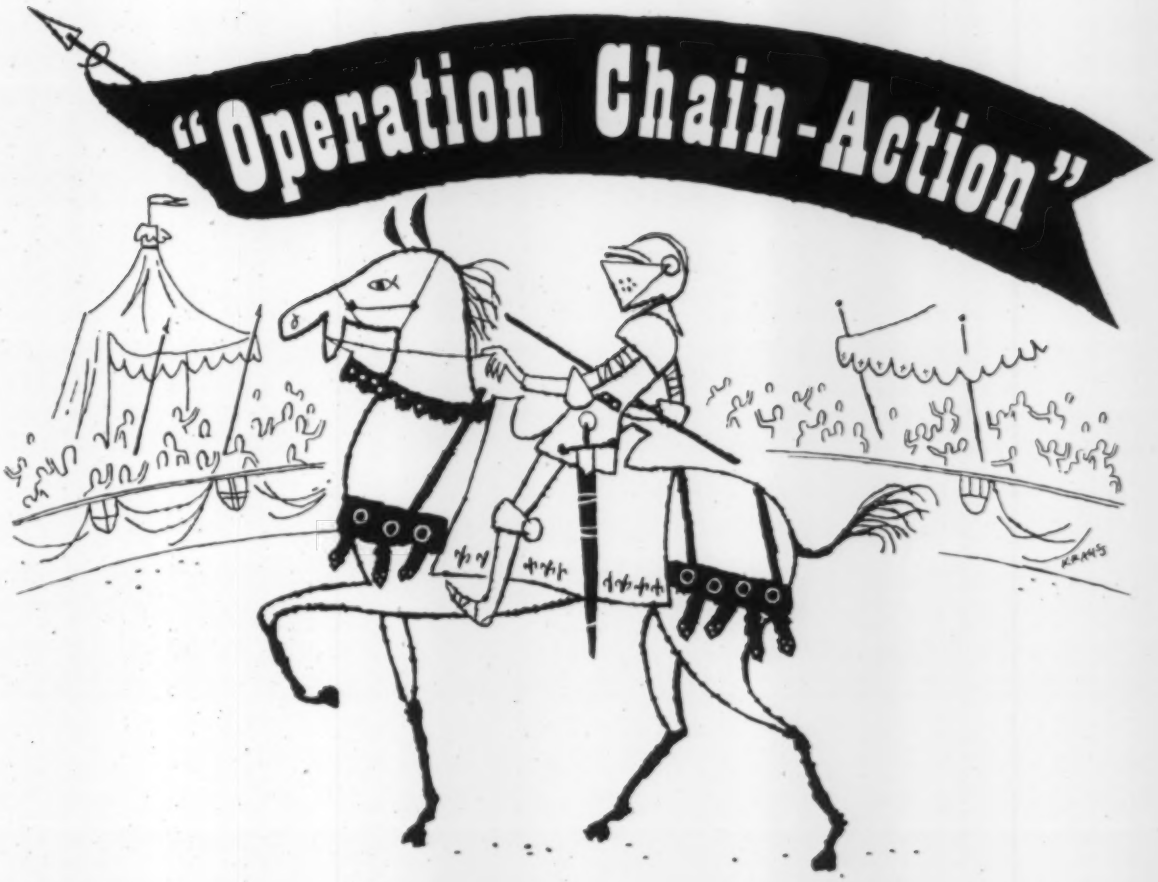
Mr. Shawn

"His long career in the broadcast field and his accomplishments during that career have qualified him well for the position he is assuming," Mr. Smith observed. "His broad range of experience in the problems peculiar to local station and network operations makes him eminently suited to the requirements of the job."

WXEL to the NARTB-TV

WXEL (TV) Cleveland filed membership application at NARTB Feb. 8. Station becomes the 82nd TV station to join association. Four TV networks also belong. The WXEL application was submitted by Franklin Snyder, vice president general manager.

SPECIAL ten-station New Jersey state network was set up last week by WPAT Paterson for an address by John Dressler, president of New Jersey Gasoline Dealers' Assn., about the current state-wide price war on gasoline. Outlets carrying the transcribed address included WTTM Trenton, WWBZ Vineland, WOND Pleasantville, WJLK Asbury Park, WFPG Atlantic City, WSNJ Bridgeton, WCAM Camden, WCTC New Brunswick, WNJR Newark and WPAT



WBAL's Mighty Advertising-Merchandising Plan!

Strike *twice* at your customer with WBAL'S unique OPERATION CHAIN-ACTION -at home with radio commercials, and at the point of sale. Food advertisers guaranteed powerful point of sale promotion in over 213 leading chain food stores coupled with the unequalled power of radio advertising for mass selling. Give your product's advertising that *needed, doubled-barrelled* impact with CHAIN-ACTION. Complete details on request.

50,000 WATTS

WBAL

NBC IN MARYLAND

NATIONALLY REPRESENTED BY

EDWARD PETRY & CO.

$14 MILLION GAIN* IN **WISL** Primary Area **RETAIL SALES**

TOTAL RETAIL SALES $161,194,000

FOOD $42,984,000

GEN'L. MDSE. $15,628,000

APPAREL $12,611,000

DRUG $4,085,000

Serving the Largest Concentrated Market area between Harrisburg and Wilkes-Barre, Penna.

WISL

Shamokin, Pa.

1000 WATTS—FULL TIME

A Mutual Affiliate

*Source: Standard Rate and Data Service

FREQUENCY POLICY

Proposal Readied For Pratt

A POLICY governing the use of radio spectrum frequencies by all U. S. agencies—and the right of transfer from one user to another in the "national interest"—has been evolved for the consideration of Haraden Pratt, telecommunications advisor to the President.

The policy was drawn up by the Executive Committee of the Technical Policy Steering Committee, comprising representatives of FCC and the Interdepartment Radio Advisory Committee for the military, State Dept. and other government spectrum users. Mr. Pratt is chairman of the steering committee. Executive unit is a working group charged with implementing commitments reached by the recent Extraordinary Administrative Radio Conference.

The committee recommended that its "frequency management" policy be approved and forwarded to Mr. Pratt for reaching agreement with FCC and dissemination "as United States Government policy upon conclusion of agreement with the FCC."

The most immediate application of this policy, the executive committee said, exists in the fixed services where the Atlantic City table of frequency allocations" has produced the greatest constriction and where it will be necessary . . . in order to get this service in hand, that all assignments remain subject to later assignments."

The "basic concept" as laid down for the utilization of frequencies of the entire radio spectrum by U. S. radio operating agencies was this:

"Any rights of any agencies of the United States to operate on any radio frequencies are considered to be a vital national resource. Such rights shall therefore be regarded as rights held by the United States as a whole, and they may be transferred by this government from one user to another, as required in the overall national interest."

The committee recommended that users of fixed service frequencies be permitted to use new fixed in-band frequencies as rapidly as authorized, with the understanding that the assignments are temporary. They could be cancelled if they cause "harmful interference to existing operations, and subject to redistribution "when necessary in the national interest."

The executive committee has undertaken a study of EARC commitments and concludes that present U. S. philosophy "is not compatible with an expeditious and adequate solution to problems." Problems arise in the 4 mc-27.5 mc band in view of growing international broadcasting needs.

Citing traditional policy whereby agencies try to justify their frequency needs, the committee noted:

. . . The rapidly expanding communications of this country and of the world in general has caused most of the impact to fall on the shoulders of persons concerned with frequency management. That a change in philosophy toward international management has been recognized . . . is quite evident. With regard to the fixed services, the stated needs so far exceeded the available spectrum space that the frequency priority concept was abandoned and the usage or operating right substituted. Based on problems now facing the United States, a similar change in management philosophy is essential. . . .

YANKEE GAMES

Sponsors Take 23 Stations

TWENTY-THREE radio stations surrounding New York will comprise the "Home of Champions Network" to carry New York Yankees' 1952 baseball games under sponsorship of Ballantine Beer and White Owl Cigars, it was announced Thursday.

Some 111 day games will be carried on the full network (with Ballantine as sponsor), while White Owl will back the complete Yankee schedule over WINS New York, a participating station, according to Arthur E. (Red) Patterson, publicity director of the ball club, who set up the network.

Contracts, prepared by the Bolling Co., New York, station representative firm, went out about two weeks ago, Secretary E. A. Pancoast Jr., explained, to form a regional network in New York, Pennsylvania, Connecticut, and Massachusetts.

Stations besides WINS include WGNY Newburgh, WKIP Poughkeepsie, WROW Albany, WALL Middletown, WKOP Binghamton, WKRT Cortland, WCLI Corning, WWHG Hornell, WVET Rochester, WNDR Syracuse, WRUN Utica, WATN Watertown, WSLB Ogdensburg, WICY Malone, WEAV Plattsburg, and WNBZ Saranac Lake, all New York. Also WLYC Williamsport, WATS Sayre, WQAN Scranton, and WVPO Stroudsburg, all Pennsylvania. WAVZ New Haven, WKNB New Britain, both Connecticut, and WACE Chicopee (Springfield), Mass., complete the list.

New stations on the network are WEAV, WNBZ and WACE, although the same or neighboring markets have been incorporated in previous listings. WXRA Buffalo, formerly a network member, is not on the list this year.

Full network will carry 111 games, but day games only, it was explained, while WINS broadcasts the full 154-game schedule.

Announcers will be Mel Allen, Bill Crowley and Art Gleeson.

MRS. BASEBALL FAN

Is Talked Up With Figures by WMCA Study

THE COMMON belief that only men are interested in baseball and that the sponsors of baseball broadcasts should give their commercials a strong masculine appeal is batted out of the box by WMCA New York in a new study, "The Forgotten Fifty Per Cent," which shows that day in and day out half of the baseball audience is made of women, teenagers and children.

Based on a special survey made by The Pulse Inc. of the audience to WMCA's broadcasts of the games of the New York Giants during the entire 1951 season, the study shows that adult males (over 18 years old) account for exactly 50% of the total at-home baseball audience. Women make up 33% of the total, teen-agers 10% and children 7%.

"The 'discovery' of this long-existing high-potential market offers a tremendous new source of sales to the food, fashion and staple advertisers seeking such a market for 24 weeks of virtually guaranteed consistent listenership," Howard Klarman, WMCA promotion director, points out in a foreword to the report.

Noting that an estimated 1,000 U. S. radio stations carry Major League games throughout the spring-summer baseball season, Mr. Klarman observed that the findings of the Giants study "should be applicable to any market and to the advertisers supporting game broadcasts adjacent programs." WMCA is making its full findings available to any other station or to any advertiser on request, he said.

The 50-50 ratio of male listeners to others in the at-home baseball audience holds true day or night, the WMCA study shows. Women account for 34% of the daytime audience and 32% at night; teenagers make up 10% of the afternoon and 9% of the evening baseball listeners; children account for 6% of the daytime and 9% of the evening ballgame audience.

The total at-home daytime ballgame audience averaged 163 listeners per 100 homes, the masculine audience of 82 per 100 homes being 300% more than the average of all afternoon men tuners (26 per 100 homes). Evening baseball broadcasts attracted 209 listeners per 100 homes, 28% better than the daytime total.

Out-of-home baseball listening—such as in automobiles and at beaches—comprises 21% of the total ballgame broadcast audience, the survey revealed. Men comprise a larger part of this group than of the at-home listeners to the national pastime broadcasts—62%—with women adding 24%, teenagers 9% and children 5%.

Comparing the feminine baseball audience to the top-rated local woman's program (*Dorothy and Dick* on WOR New York) as "the best measure of the women's audience to baseball," WMCA reports that in September, "for every 100 women listening to this woman's show, 70 women listened to Giants baseball."

KSL Salt Lake City, Utah, reports that January national spot and local sales ran ahead of the same period in 1951. Last year was best in the station's history.

1st IN NEWS

Seventy-five Network newscasts weekly. Big names with authentic news. More network news than any other San Antonio station.

1st IN SPORTS

Major league, All-Star, World Series Baseball. Football. Auto and Horse Races. Boxing. More than all other San Antonio stations combined. Big time sports.

1st IN KID SHOWS

One solid hour daily of big name kid shows, just for kids. More than all other San Antonio stations combined.

1st IN MYSTERIES

KMAC carries more high-rated mysteries than any other San Antonio station. By far, first in the mystery field.

1st in PUBLIC SERVICE

If it's big it's on KMAC. Regular and special features of broad public interest. Free time to more than 150 organizations. More than any other San Antonio station.

1st In the Service of the Lord

More quarter-hours of religious programs weekly than all other San Antonio stations combined. Featuring outstanding National, Regional and Local religious leaders.

1st IN HILL-BILLY

RFD Texas, Hillbilly House Party, Hit Parade, and Jamboree. Featuring Charlie Walker, San Antonio's only authentic hillbilly. First in mail. First in telephone calls.

1st DRAMA

More BIG dramatic shows weekly, featuring top Hollywood and Broadway stars, than any other San Antonio station. Drama, comedy, love stories, adventure.

KMAC

MUTUAL ON 630

SAN ANTONIO, TEXAS

25 YEARS OF SERVICE

Represented nationally by the

GEORGE P. HOLLINGBERY CO.

Agency Beat

(Continued from page 11)

manager of Calkins & Holden, Carlock, McClinton & Smith. Mr. Roxburgh worked for Fawcett Pub., same city.

JACK REEVES, account executive, KPDQ Portland, joins James Emmett Adv., that city, as radio director.

FRANCIS L. CONGDON, director of advertising and merchandising for the Altes Brewing Co., Detroit and San Diego, to Griswold-Eshleman Co., Cleveland, as an account executive.

Mr. Congdon

ALBERT E. PACINI, senior account executive, Melamed-Hobbs Inc., Minneapolis, to Bruce B. Brewer & Co., same city, in same capacity.

RICHARD BLAND NALL, named manager of Richmond offices, Courtland D. Ferguson Inc., succeeding H. P. MARTIN who died suddenly several weeks ago.

LESTER SABER, Gerstchal & Richard Inc., N. Y., to Ray Austrian & Assoc., same city, as production manager replacing HARRY ZEE who moves to Creative Productions for Printographic Offset Corp., N. Y., as director.

VINCENT BENEDICT, associate art director of Gray & Rogers, Phila., named head of the agency's art department. He succeeds GUY FRY, a partner of Gray & Rogers, who resigns to open his own advertising and art consultant agency.

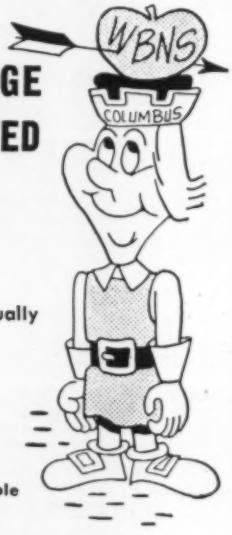
ROBERT S. BECKHAM, Erwin, Wasey & Co., N. Y., to Richard La Fond Adv., that city, as account executive. Mr. Beckham was formerly with J. Walter Thompson Co., N. Y.

REGGIE SCHUEBEL, partner in Wyatt & Schuebel, N. Y., to represent radio and TV on education and public relations committee, New York City Cancer Committee.

D'ARCY Adv. Co. moves from Hollywood to 3450 Wilshire Blvd., Los Angeles. Telephone is Dunkirk 8-3462. VERN EASTMAN, copy writer and account executive, Dan B. Miner Co., L. A., joins D'Arcy in same capacity. J. REEVES ESPY is agency general manager.

It's As Simple As This . . . .

AIM YOUR SELLING MESSAGE AT LISTENERS WITH PROVED *Buying Power!*



WBNS Radio has:

- An Audience Which Spends 1 BILLION Annually
- All Twenty Top-Rated Programs
- Central Ohio's Only CBS Outlet
- Proved Pulling Power (4,663 replies to just 3 one-minute local spots)
- Local Personalities with Loyal Listeners

Valuable Time Locations Currently Available
Contact Your John Blair Representative

ASK JOHN BLAIR

WBNS RADIO PLUS WELD-FM

POWER
WBNS — 5,000
WELD-FM—53,000
COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS OUTLET

NATIONAL NIELSEN RATINGS
TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban Homes and including Telephone and Non-Telephone Homes)

EXTRA WEEK
December 30, 1951-January 5, 1952

EVENING ONCE-A-WEEK
NIELSON-RATING*

Current Rank	Program	Current Rating Homes %
1	Jack Benny (CBS)	16.9
2	Amos 'n' Andy (CBS)	16.2
3	Charlie McCarthy Show (CBS)	13.6
4	Dragnet (NBC)	13.0
5	You Bet Your Life (NBC)	13.0
6	Walter Winchell (ABC)	12.5
7	Mr. Keen, Tracer of Lost Persons (NBC)	12.0
8	Lux Radio Theatre (CBS)	12.0
9	Our Miss Brooks (CBS)	11.4
10	Mr. and Mrs. North (CBS)	11.2

NOTE: Number of homes is obtained by applying the "NIELSEN-RATING" (%) to 41,903,000 —the 1951 estimate of Total United States Radio Homes.

(*) Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

CANADIAN RATINGS

Lead by McCarthy

FOUR Canadian programs were among the first ten of 22 evening network shows aired in Canada during January, according to a national rating report of Elliott-Haynes Ltd., Toronto. The ten leaders were *Charlie McCarthy*, rating 31.6, *Amos 'n' Andy* 30.2, *Radio Theatre* 29.7, *Our Miss Brooks* 28, *Ford Theatre* (Canadian) 22.9, *Great Gildersleeve* 20.4, *Suspense* 20.4, *Treasure Trail* 19.8 (Canadian), *Your Host* (Canadian) 19.6, and *Share the Wealth* (Canadian) 19.3.

Five leading daytime shows out of 17, were *Big Sister* 18.4, *Ma Perkins* 18.2, *Pepper Young's Family* 16.5, *Road of Life* 16.1, and *Laura Limited* 15.6.

Out of 24 French-language evening shows, the leading five were *Une Homme et Son Peche* 41, *Metropole* 28.4, *Radio Carabin* 27.9, *Theatre Ford* 24.4, and *Jouez Double* 23.5. Out of 17 daytime French programs leading five were *Jeunesse Doree* 29.6, *Rue Principale* 29.5, *Les Joyeux Troubadours* 24.9, *Tante Lucie* 24.8, and *Grand Soeur* 24.2.

'POST' STOCK OFFER

Three at WTOP Are Eligible

EXECUTIVES of *The Washington Post* and WTOP Inc. (subsidiary of the Washington Post Co. and owner of WTOP-AM-FM-TV Washington) are being given the opportunity to buy Class B common stock of the company, according to Philip L. Graham, president.

WTOP Inc. executives acquiring shares are John S. Hayes, president; George F. Hartford, vice president in charge of sales, and Clyde M. Hunt, vice president in charge of engineering and operations. Including both the newspaper and the radio-TV holdings of the firm, 18 executives in all are eligible for the stock acquisition, Mr. Graham announced.

WRS POLICIES

Meeting Sets New Plans

SEVERAL program policies were adopted at the annual management meeting of Westinghouse Radio Stations Inc. in Washington, D. C., quarters last week.

Among them were inauguration of 24-hour operation at most of the stations; extension of operation of the "Feature Food" and "Feature Drug" programs on KYW Philadelphia and WBZ Boston to other stations in the group; completion of plans for new educational series on WBZ-TV Boston; decision to make a detailed study of surveys, research data, market and other factors for application of the findings to both sales and program operations, and completion of plans for a sales campaign to begin soon on the theme of "community relations" for use of industrial and service firms in each station's area.

In the round-the-clock operation, it was explained KDKA Pittsburgh has started the service and WBZ will begin soon with KYW and WOWO Fort Wayne, Ind., to follow. KEX Portland, Ore., is studying program needs of the Northwest and plans a later start.

J. E. Baudino, vice president and general manager of WRS, said the decision to extend the food and drug programs was made as a result of studies by sales groups. The educational series on WBZ-TV will highlight developments in science, agriculture, the social sciences, safety and music.

Attending the two-day meeting in addition to WRS headquarters staff and station management personnel were representatives of Feature Foods Inc.; Gray & Rogers Adv. and the WRS national representative, Free & Peters.

EMERSON STOCK PLAN

Voted at Annual Meeting

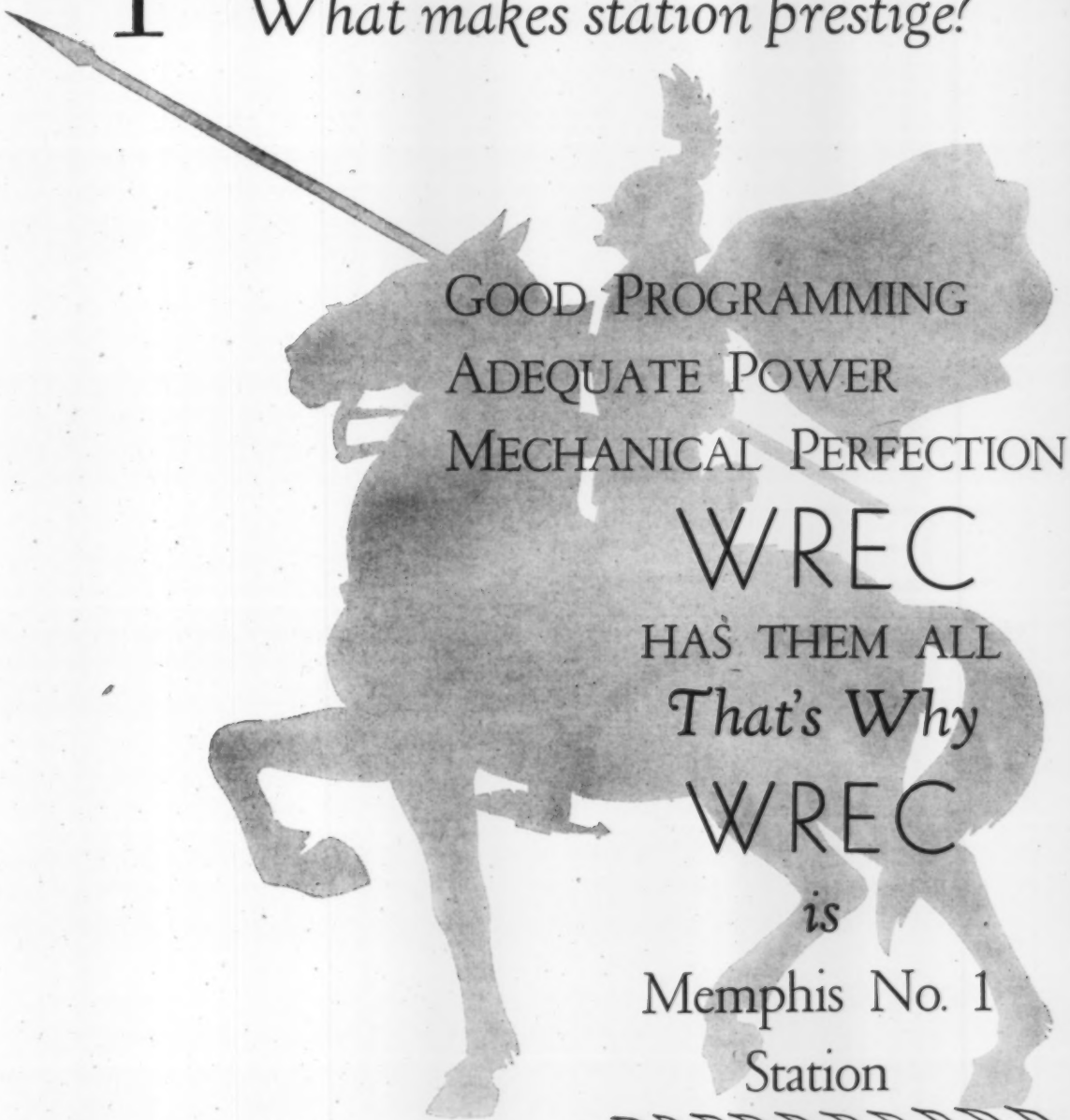
KEY OFFICIALS of Emerson Radio & Phonograph Corp. may subscribe to a total of 100,000 shares of authorized but unissued stock, par value $5 per share, over a 10-year option period, as a result of the annual stockholders meeting held in New York Feb. 6.

President Benjamin Abrams said the stock would be parcelled out among scores of employes, but that only one director, Dorman D. Israel, would be eligible to subscribe. Plan is to be made available "to such officers and employes of the corporation as may be determined from time to time," and stock is to be purchased at the prevailing market price.

Stockholders also re-elected five directors, in addition to Messrs. Abrams and Israel. They are: Louis Abrams, president of Emerson-New York Inc., distributor; Max Abrams, treasurer and secretary; F. Eberstadt, president of F. Eberstadt & Co., investment bankers; Richard C. Hunt, member of law firm of Chadbourne, Hunt, Jaeckel & Brown, and George H. Saylor, former vice president of Chase National Bank, now retired.

PRESTIGE!

What makes station prestige?



GOOD PROGRAMMING
ADEQUATE POWER
MECHANICAL PERFECTION

WREC
HAS THEM ALL
That's Why
WREC
is
Memphis No. 1
Station

FIRST IN COVERAGE OF ONE OF THE NATION'S GREATEST MARKETS

AFFILIATED WITH CBS RADIO 600 KC 5000 WATTS

REPRESENTED BY THE KATZ AGENCY INC.

FM DRIVE IN D. C.

Stations, Dealers Get Ready

ALL RETAIL and wholesale merchandisers of radio and television sets will take part in the Washington, D. C., area FM Month campaign starting March 1 and running through the entire month.

Final plans for dealer participation were discussed Friday at a joint meeting of distribution and manufacturing representatives, held at the Electric Institute headquarters in the Potomac Electric Power Co. building. The institute is directing the Washington campaign. William G. Hills, executive director of the institute, is directing its participation. Everett L. Dillard, WASH (FM) Washington, is chairman of the broadcasters committee.

Dealers showed interest in a mock FM dial on which call letters are shown. These dials will be placed on all FM sets displayed by dealers and will be distributed to customers and others who want them for home use. They can be slipped over dial controls. Fourteen stations are shown, by frequencies, 12 of them in the immediate Washington area and the others at Winchester, Va., and Harrisonburg, Va.

FM stations will carry spot announcements calling attention to the programs and service offered by the medium.

Quantity lots of a bulletin titled "FM Sales Slants" will be delivered to wholesalers and dealers Feb. 22. Follow-up bulletins will be sent out each week, giving ideas and suggestions to help salesmen close FM sales. Other promotion material will be used by dealers, following the pattern at the FM promotion campaigns in North Carolina and Wisconsin.

The FM promotion idea was set in motion last fall by NARTB and Radio-Television Mfrs. Assn. NARTB President Harold E. Fellows and Glen McDaniel, RTMA president, will address the Washington Ad Club March 4. John H. Smith Jr., director of NARTB's FM Dept., is coordinating the three separate promotion drives.

'51 Network Gross

(Continued from page 27)

fifth. Household equipment advertising was in sixth place both years.

Household furnishings were seventh in 1950, ninth in 1951, when beer and wine took seventh place. Confectionery was eighth in 1950, tenth in 1951. Gasoline was ninth and industrial materials tenth among TV network classes of advertisers in 1950; neither was among the top 10 classes in 1951.

FOSTER, Miller & Bierly Inc., Philadelphia, for its ninth year, has renewed its Monday-through-Saturday evening newscast on WFIL Philadelphia. Cahill Adv. Agency handles account.

TABLE III

TOP TV NETWORK ADVERTISERS BY PRODUCT GROUPS FOR DECEMBER 1951

Apparel, Footwear & Access.	International Shoe Co.	$ 88,705
Automotive, Automotive Equip. & Access.	Ford Motor Co.	251,275
Beer & Wine	Joseph Schlitz Brewing Co.	143,400
Building Materials	Johns-Manville Corp.	64,890
Confectionery & Soft Drinks	Pepsi-Cola Co.	93,870
Consumer Services	Arthur Murray School of Dancing	16,290
Drugs & Remedies	American Home Products	129,360
Food & Food Products	General Foods Corp.	665,345
Gasoline, Lubricants & Other Fuels	Texas Co.	143,900
Household Equipment	General Electric Co.	345,530
Household Furnishings	Armstrong Corp Co.	72,960
Industrial Materials	Revere Copper & Brass Inc.	87,765
Insurance	Mutual Benefit & Acc'nt Assn.	35,380
Jewelry, Optical Goods & Cameras	Speidel Corp.	93,330
Office Equip., Stationery & Writing Supplies	Minnesota Mining & Mfg. Co.	75,555
Publishing & Media	Curtis Publishing Co.	31,440
Radios, TV Sets, Phonographs, Musical Instruments & Access.	RCA	165,740
Retail Stores	Drugstore Television Productions	146,600
Smoking Materials	R. J. Reynolds Tobacco Co.	536,385
Soaps, Cleansers & Polishes	Procter & Gamble Co.	827,855
Miscellaneous	Quaker Oats Co.	84,360

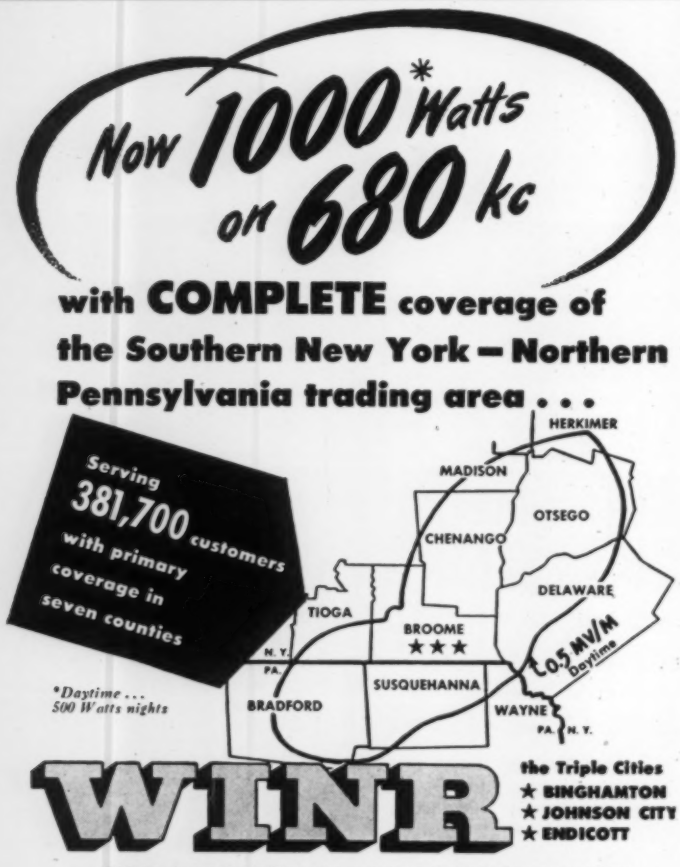
* * *

TABLE IV

GROSS TV NETWORK TIME SALES FOR DECEMBER AND FULL YEAR, 1951 COMPARED TO 1950

	Dec. 1951	Year 1951	Dec. 1950*	Year 1950*
Agriculture	.....	.....	.....	9,908
Apparel, Footwear & Acces.	$316,250	$3,141,422	$137,245	900,925
Automotive, Automotive Acces. & Equip.	1,220,854	11,050,501	748,146	5,325,447
Beer, Wine & Liquor	609,972	5,755,686	288,308	1,600,960
Building Materials	64,890	125,320	.....	91,290
Confectionery & Soft Drinks	471,888	3,410,763	297,860	1,838,838
Consumer Services	16,290	402,307	19,950	248,735
Drugs & Remedies	477,727	2,799,894	88,800	391,815
Food & Food Products	2,635,229	25,839,983	1,290,337	6,602,029
Gasoline, Lubricants & Other Fuels	329,160	2,925,134	198,953	1,515,666
Horticulture	.....	.....	.....	1,140
Household Equip.	1,003,122	8,528,403	505,545	2,652,697
Household Furnishings	234,572	3,555,518	294,258	2,090,020
Industrial Materials	293,553	2,719,452	279,336	1,248,810
Insurance	35,380	391,370	18,900	79,450
Jewelry, Optical Goods & Cameras	203,272	1,992,914	154,316	492,689
Office Equip., Stat. & Writing Supplies	217,265	918,065	19,075	62,825
Publishing & Media	39,510	864,094	.....	152,401
Radios, TV Sets, Phonographs, Mus. Inst. & Acces.	433,940	4,660,996	496,669	3,357,714
Retail Stores	146,600	2,049,256	18,060	83,575
Smoking Materials	1,989,050	17,993,092	817,347	6,250,180
Soaps, Cleansers & Polishers	1,375,435	11,037,695	241,940	863,395
Sporting Goods & Toys	.....	.....	29,890	108,340
Toiletries & Toilet Goods	1,950,417	16,455,364	766,214	4,183,194
Miscellaneous	182,685	1,372,484	131,246	435,217
TOTAL	$14,247,061	$127,989,713	$6,842,395	$40,611,910

Source: Publishers Information Bureau.
* 1950 figures do not include time sales of DuMont TV Network.



WINX SALE PROTEST

FCC Denies IBEW Petition

PETITION filed last year by IBEW, requesting that FCC rescind its grant for sale of WINX Washington by Banks Independent Broadcasting Co. to United Broadcasting Co., was denied last week by the FCC.

The union claimed it had a contract with WINX which still had 5½ months to run, but that the new ownership had replaced some of the old employes with engineers from another United station. The union asserted this was in violation of "the public interest, convenience and necessity" clause because the old employes were part of the public [B•T, Dec. 3, 1951].

In its order, the Commission said it had considered the labor agreement when it was considering the transfer application.

Thank You Mr. Clough--!

*Weather report on radio

Just recently we visited a radio station manager in an eastern city and, while we were talking, the Weather Bureau called. It was 2:30 p.m. and a sleet storm was moving in from the midwest. The stores were supposed to stay open that night until 9:00, their last evening shopping day before Christmas. But the Weather Bureau figured that the storm would disrupt the city by late afternoon and that by nightfall no traffic would move.

The question was whether to go on the air with announcements of the impending storm, urge people to stay home and the stores to close early. The Weather Bureau, the Chamber of Commerce, the stores and the station people all realized that the radio could close down the city in 30 minutes. They also realized that it was the only medium, even including the telephone, that could do so in that time.

Radio—at least good radio—has become an intrinsic part of our national living habit. There never has been a medium, and perhaps there never will be one, which can reach so many people so fast and, for certain purposes, so effectively. That is not to write off, or even to compare it with, any other medium. All of them—newspapers, magazines, television and the others—serve important individual purposes. But they must be judged and appraised individually; general comparisons of the media only serve to confuse our thinking of them all and to mix up the important values of each.

The good local radio station is as indispensable a part of its community life as the newspapers, the schools, churches, transportation systems, or whatever. People turn to it for different purposes, of course. But the purpose is no less necessary or laudable than the purpose for which people turn to other channels of communication, information, entertainment or inspiration.

It is sheer naivete, to put it mildly and nicely, to believe that, because of television, radio will disintegrate or disappear. It will serve a purpose of its own indefinitely, just as surely as phonographs and records, books and pianos, movies and magazines (and all the other things radio was supposed to "crowd out") are still serving and, in many ways, more importantly than ever.

Why, in the light of our repeated experience and our irrefutable evidence with such things, does radio continue to suffer from its widespread inferiority? Perhaps it is because we Americans, possibly more than any other people anywhere, seldom do things half-heartedly. When we buy, we go overboard. When we reject, we do so completely. When our public opinion polls fail to predict a national election, our first instinct is to junk them, once and forever. Four years later we embrace research quietly but a little more faithfully than ever.

Radio is suffering from a quaint business psychosis. The public is buying radio sets today at a faster rate than it is buying television sets. Yet among some business people, there is a fad against radio, as there once was against research. The sooner the fad ends, the better off business will be. Anybody listening? Sure, millions, most of the time.

*** REGINALD CLOUGH EDITORIAL TIDE—January 11, 1952**

(Reprinted By Special Permission)

Your Editorial, "Weather Report on Radio," is a fine summation of Radio's true value—the answer to needless fears.

Since 1927, the American people have bought almost a quarter of a **BILLION** radio sets. And, still, there's a remarkable story for Radio in the set sale totals for 1951:

RADIO 12,544,539
TELEVISION 5,251,154

Yes, Radio is still the greatest buy of all. KTUL and KFPW have a larger share of audience than ever before—sales exceed those of any previous period. We think that's true of any **ALERT** station.

Thanks again, Mr. Clough, for your faith in Radio—**WE FEEL THAT WAY, TOO.**

KTUL-KFPW

TULSA, OKLA. FORT SMITH, ARK.

JOHN ESAU—Vice President-General Manager

• AVERY-KNODEL, Inc., Nat'l Representative

• Affiliated, Under the CBS Radio Network Banner, with KOMA, Oklahoma City

30 Years
of
Fitting a Medium
to a Market
WSYR ACUSE
NBC AFFILIATE
Covers ALL
of the Rich
Central N.Y. Market
Write, Wire, Phone
or
Ask Headley-Reed

30 Years
of
Fitting a Medium
to a Market
WSYR ACUSE
NBC AFFILIATE
Covers ALL
of the Rich
Central N.Y. Market
Write, Wire, Phone
or
Ask Headley-Reed

REPORT on his recent assignment overseas for State Dept. was given by Charles Crutchfield, vice president and general manager of WBT-AM-FM WBTV (TV) Charlotte, N. C., before Rotary Club of Spartanburg, S. C. Seated (l to r): Walter J. Brown, WORD Spartanburg president and general manager; Mr. Crutchfield, and his brother, Ralph Crutchfield, president of Rotary Club and Crutchfield's Sporting Goods Co. Charles Crutchfield began his broadcasting career with WORD.

RADIO HOLDS OWN

McCray Tells AWRT

ALTHOUGH television has a "terrific impact," it hasn't by any means taken over radio to the amount claimed by TV enthusiasts.

So declared Thomas C. McCray, western division director, NBC Radio, as guest speaker at the first annual conference of the newly-formed Western division of American Women in Radio and Television. Sessions were held in San Diego's Manor Hotel Feb. 10.

Radio will go through some major changes, he admitted, but it will never go "out of the picture entirely." There is a place for both mediums, Mr. McCray said.

"Magazines and newspapers didn't go out when radio came in, although there was fear that they might" he continued. "Radio has done more to create a demand for good music than any other medium we have today."

Mr. McCray referred to TV's stimulating competition to the movies, adding "Maybe radio needs television to create better radio."

Armed with facts and figures to prove his points, Mr. McCray pointed out that there is a definite upswing in the affirmative thinking and action on the successful use of radio by advertisers; the gloom that was so prevalent a year ago is gone; radio business is good.

Mr. McCray said that a recent survey made on radio listening shows that (1) 51% of listening is done outside the living room; (2) radio-TV homes have more radio sets than radio-only homes; (3) the average person listens to radio more than he reads newspapers or magazines; (4) when TV first comes into a home everybody watches; (5) the longer TV remains, the more selective the listener becomes; (6) there is more listening to radio the second year in TV homes than the first year.

Rating services don't tell you how many bars of soap or how many automobiles are sold or how many people are listening, but they are wonderful to determine program popularity, he said.

"The radio business was started to sell merchandise. We have been trapped into the line of least resistance and sold on ratings. That is one thing that is wrong."

More than 50 delegates from all parts of California, representing radio and television stations, advertising agencies and allied fields, participated in the conference. Izetta Jewel, KCBQ San Diego, western vice-president of AWRT, presided.

Radio-TV Safety

FOR the first time, a special session devoted entirely to safety problems associated with radio and television will be held this year on the final day of New York's 22nd annual Safety Convention and Exposition, to be held April 1-4, at the Statler Hotel. Other sessions will be held for broadcasters and theatre-owners on building management, disaster control, home safety, fire prevention, inspection problems, and labor-management cooperation.

MEMBERS of Associated Press will hear an address by Gen. Alfred M. Gruenther, chief of staff at Supreme Headquarters of Allied Powers in Europe, when they hold their annual meeting in New York April 21. Gen. Gruenther was one of the planners of North African campaign and became chief of staff for plans and operations after World War II.

FCC SCORED

At Calif. Broadcasters Mee

CALLING for a constitutiona amendment that will include a "freedom of the press" guarantee to radio and television stations State Senator Jack B. Tenney blasted FCC when he spoke at the annual business meeting and election of the California State Radio and Television Broadcasters Asso

Mr. Tenney declared at the Feb 8 sessions in Hollywood that the short period for which a radio or television station is licensed permits the FCC to "continually intimidate" broadcasters.

"The Commission may arbitrarily refuse to renew a license," he said. "It is under no obligation to state a reason, except under broad terms of the act which have to do with 'public interest, convenience and necessity.'"

Citing the case of the late G. A. (Dick) Richards, principal stockholder of KMPC Hollywood, WJR Detroit and WGAR Cleveland, as an outstanding example of governmental "persecution and censorship," Mr. Tenney urged the CSRTBA to immediately launch a campaign for enactment of a constitutional amendment.

California broadcasters at their annual meeting elected Paul R. Bartlett, president KFRE Fresno, president of CSRTBA. He succeeds William B. Smullin, president and manager KIEM Eureka. Mr. Bartlett for past year served as CSRTBA secretary- treasurer.

Lloyd E. Yoder, general manager KNBC San Francisco was made vice president for North California area, with Robert O. Reynolds, vice-president and general manager of KMPC Hollywood, elected vice-president to represent Southern California. Leo A. Schamblin general manager KPMC Bakersfield, was elected secretary-treasurer.

New CSRTBA officers become board of director members along with Ewin (Gene) C. Kelly, president and manager KCRA Sacramento; William J. Beaton, vice president and manager KWKW Pasadena; John A. Kennedy chairman of the board KFMB-AM-TV San Diego; Art Westlund, president and manager KRE Berkeley; Le Hacker, president KPRL Paso Robles and manager KVEC San Luis Obispo.

WJPD Shares Honor

FIRST place in 5,000-10,000 population category of "Clean-Up, Paint-Up, Fix-Up Campaign" has been won by Ishpeming, Mich., with WJPD that city sharing its accolade. Station took leadership in drive, with James P. Deegan WJPD president, serving as chairman for local Chamber of Commerce. City won out in Class on basis of excellent exhibit, completeness of presentation, effectiveness of publicity, and special meetings and accomplishments, according to AP's Howard Kany, who lauded station's role in project. Drive was sponsored by National Clean-Up, Paint-Up, Fix-Up Bureau, Washington, D. C.

Vic Diehm Says: RADIO PROFIT

Presidential Timber
Solid...Sound and Sales Wise!

PRESIDENT . . . Harry L. Magee of WHLM, that powerful 1,000 Watt daytime station in Bloomsburg, Pa. is also President of the nationally famous Magee Carpet Company. He is reverently referred to by the people of this prosperous community as "Mr. Bloomsburg". WHLM is an affiliate of Liberty Network, and you can depend on good results from your advertising message.

PRESIDENT . . . Henry Bauman of WHOL in Allentown, Pa. is also Postmaster of this prosperous, progressive, fast growing, industrial and agricultural community of sturdy Pennsylvania Dutch. Henry Bauman is a quiet fellow with a lot of grey hair which covers a head full of common sense grey matter. That's one of the many reasons why WHOL is a swell buy to swell your sales.

PRESIDENT . . . Vic Diehm of WAZL in Hazleton, Pa. is one of those genuine genial gems that contains a rare sparkle of sales-wise wisdom, sound business ability and a sense of humor equaled only by the professional wit. Vic is the subject of outstanding articles in both "Coronet" and "Pathfinder" magazines. He'll send you a free copy with each new contract for time on WAZL.

WHLM ★ **WHOL** ★ **WAZL**

BLOOMSBURG, PA. LIBERTY (Owned and Operated by Harry L. Magee).

ALLENTOWN, PA. CBS

HAZLETON, PA. NBC-MBS (Represented by Robert Meeker Associates).

Why WFBR is BIG in Baltimore

This is the top morning show in the Baltimore area. It got that way by offering what listeners want . . . warmth and a friendly spirit in the morning, plus music, news, weather and birthdays judiciously sprinkled throughout.

The audience loyalty to this show is something to warm the cockles of a sponsor's heart.

Ask your John Blair man or contact any account executive of. . .

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE MD

TRANSITCASTS

SCOTUS To Hear Case March 3

LEGALITY of transit radio was argued in briefs filed last week with the U. S. Supreme Court in preparation for oral argument scheduled to be heard March 3 [B•T, Feb. 4].

Arguing that the U. S. Court of Appeals erred last year when it found that transitcasting of commercials and announcements is unconstitutional [B•T, June 18, 11, 1951] were Washington Transit Radio Inc. (WWDC-FM), District of Columbia Public Utilities Commission and the Capital Transit Co., Washington Transit Company.

Opponents of transitcasting, Washington attorneys Franklin S. Pollak and Guy Martin, also filed a brief. It was concerned solely with the question of including music and non-music programs in the ban as decided by the Court of Appeals. Additional brief of Messrs. Pollak and Martin is scheduled to be filed the end of this month.

Held Lower Court Erred

Transitcasting proponents held that the lower court was mistaken when it found that the broadcasting of commercials and announcements to street car and bus riders is an infringement of personal liberties and counter to the due process clause of the Fifth Amendment.

"The court below failed to recognize the existence in the instant case of interests, including the right to listen, in conflict with those of the respondents and improperly appropriated to itself the [Public Utilities] Commission's function of determining on the basis of evidence before it whether Transit's radio service is consistent with the public convenience, comfort and safety," petitioners argued.

They also claimed that the protestants have no rights "constitutional or otherwise" to use the "private property" of Capital Transit. Since Transit Radio and Capital Transit are private companies, the Fifth Amendment cannot be applied, they claimed.

Petitioners also objected to the "dramatized" account of transitcasting ("captive audience," "forced listening," etc.) used by its opponents, asserted that it was unobtrusive, that commercials run about 35 seconds at a time and no more than six minutes of commercials are permitted per hour.

Attorneys Pollak and Martin claimed that the Court of Appeals gave them "less than full relief" when it decided against only commercials and announcements. They claimed all transitcasting is illegal —music, speeches, commercials, even public service announcements.

"If forced listening to 'commercials' and 'announcements' is therefore an invasion of constitutionally protected liberty, forced listening to a speech, a sermon, a roundtable discussion or an interview would be equally bad," they said.

They claimed that music, as well as words, interferes with the "free use of one's faculties" and "amounts to 'jamming' of the communications which objecting riders wish to make to each other or wish to receive from books, magazines or newspapers which they are reading or attempting to read."

CINCY 'ENQUIRER'

'Times-Star' Buys

CINCINNATI *Times-Star* bought the 111-year-old morning *Cincinnati Enquirer* last week for $7.5 million. Purchase was made from the American Security & Trust Co., Washington, trustee under the will of the late John R. McLean. Mr. McLean was former publisher of the *Enquirer*. Terms of the sale are $1,250,000 in Government bonds on the closing date of the sale, plus 12-year, 4½% notes on the remaining $6,250,000. Sale must be approved by the U. S. District Court in Washington, is believed to be three to six months off. Papers were signed by Hulbert Taft, publisher of the *Times-Star*. The *Times-Star* owns Radio Cincinnati Inc., licensee of WKRC-AM-FM-TV there. Hulbert Taft Jr., president of the radio stations, is also Chairman of the Board of Transit Radio Inc.

New Business

(Continued from page 16)

spot radio campaign planned. PAYTON CARROLL is account executive.

G. G. Inc., L. A. (home permanent set), names Erwin, Wasey & Co., L. A.

NEW YORK YANKEES BASEBALL CLUB names Hirshon-Garfield Inc., N. Y.

Adpeople . . .

LEON A. MILLER, assistant to general manager of General Foods' Post Cereals Division, Battle Creek, Mich., appointed director of sales and advertising effective March 1 succeeding E. W. EBEL who will become company's advertising director.

CHARLES A. WIGGINS, sales and advertising manager for Calumet Division of General Foods also will assume similar duties for Minute Rice and Minute Tapioca.

PULSE REBUTTAL

Gives 21-Page Answe

SYDNEY ROSLOW, president, The Pulse Inc., last week filed a 21-page rebuttal at Media Agencies Client Los Angeles weekly advertising publication which in its Jan. 7th issue commented unfavorably on The Pulse as an instrument of audience measurement [B•T, Jan. 14].

A survey conducted for MAC by Tele-Que showed that Pulse ratings differed from other rating services and indicated that The Pulse was less accurate than the other services, according to the MAC article.

Dr. Roslow said that "The share of audience presented showed that Pulse differed significantly from the average of the remaining four services (Tele-Que, Hooper, Videodex and the American Research Bureau), but that Tele-Que agreed closely with the average of the same four (Tele-Que included as one of the four)." Pulse was not averaged in but, nevertheless, compared with the other four services, Dr. Roslow pointed out.

OPERATOR RULE

Haines Opposes Relaxation

OBJECTION to relaxation of FCC operator rules, as requested by NARTB [B•T, Feb. 4] was voiced by a station owner last week.

In a Feb. 7 letter to the FCC, Homer H. Haines, part owner of WNAE Warren, Pa., said that the primary reason for the request to relax broadcast station operator requirements is that "it will increase their net income."

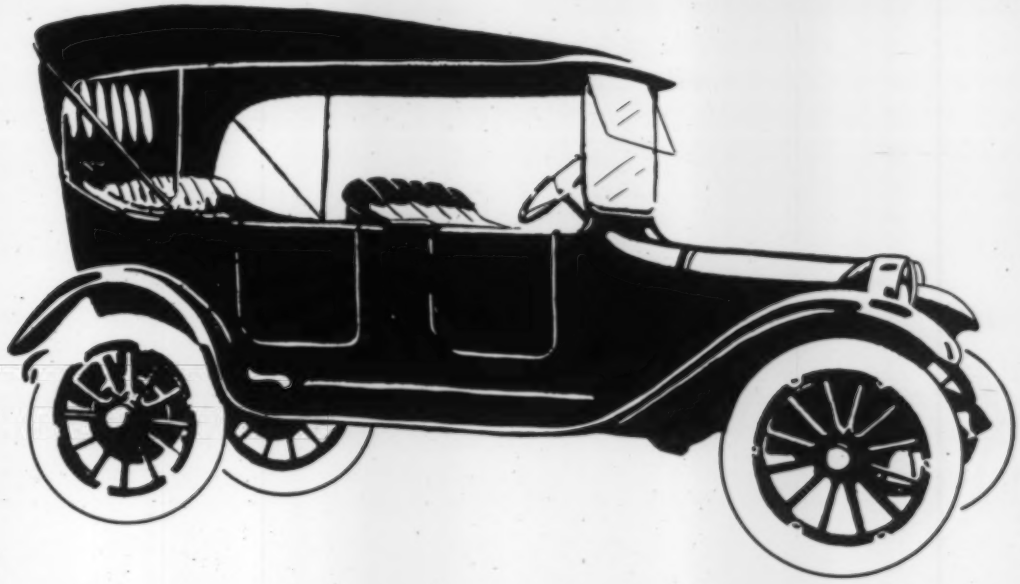
After citing the work done by broadcast engineers, Mr. Haines, who is also chief engineer of his station, recommended that technical regulations be stiffened if operator relaxation is permitted. For example, Mr. Haines said, permission to use lesser grade operators should be revoked if a station is cited for technical violations. He also suggested monthly proof of performance tests to ensure that stations are operating on frequency.

Complain to FCC

The FCC has already begun hearing from operators about the proposed use of lesser-grade operators as recommended by NARTB. FCC's general counsel is handling the request. (For other comments, see OPEN MIKE, Feb. 11 and this issue.)

NARTB petition stressed that technical calibre of equipment is such that it is no longer necessary to have a first class radiotelephone operator in attendance at each transmitter. It asked that the rules be changed to permit AM or FM stations operating omnidirectionally with 5 kw or less to use restricted licensed operators or to operate their transmitters by remote control.

Last summer, the FCC relaxed its operator rules to permit stations to run 120 days without a first class operator at the transmitter.



You're too smart...

. . . to pay $3,000 for a 1914 automobile. Yet once upon a time some models did cost that much . . . and they were worth it — then!

Radio time buying, too, is a new science today — at least in Milwaukee. Rates have changed and audiences, too. Be sure you are getting a modern value in the Milwaukee market. Buy WEMP!

For $50, $75, $100, $150 or more you can buy
2 times the audience of Network Station #1
2½ times the audience of Network Station #2

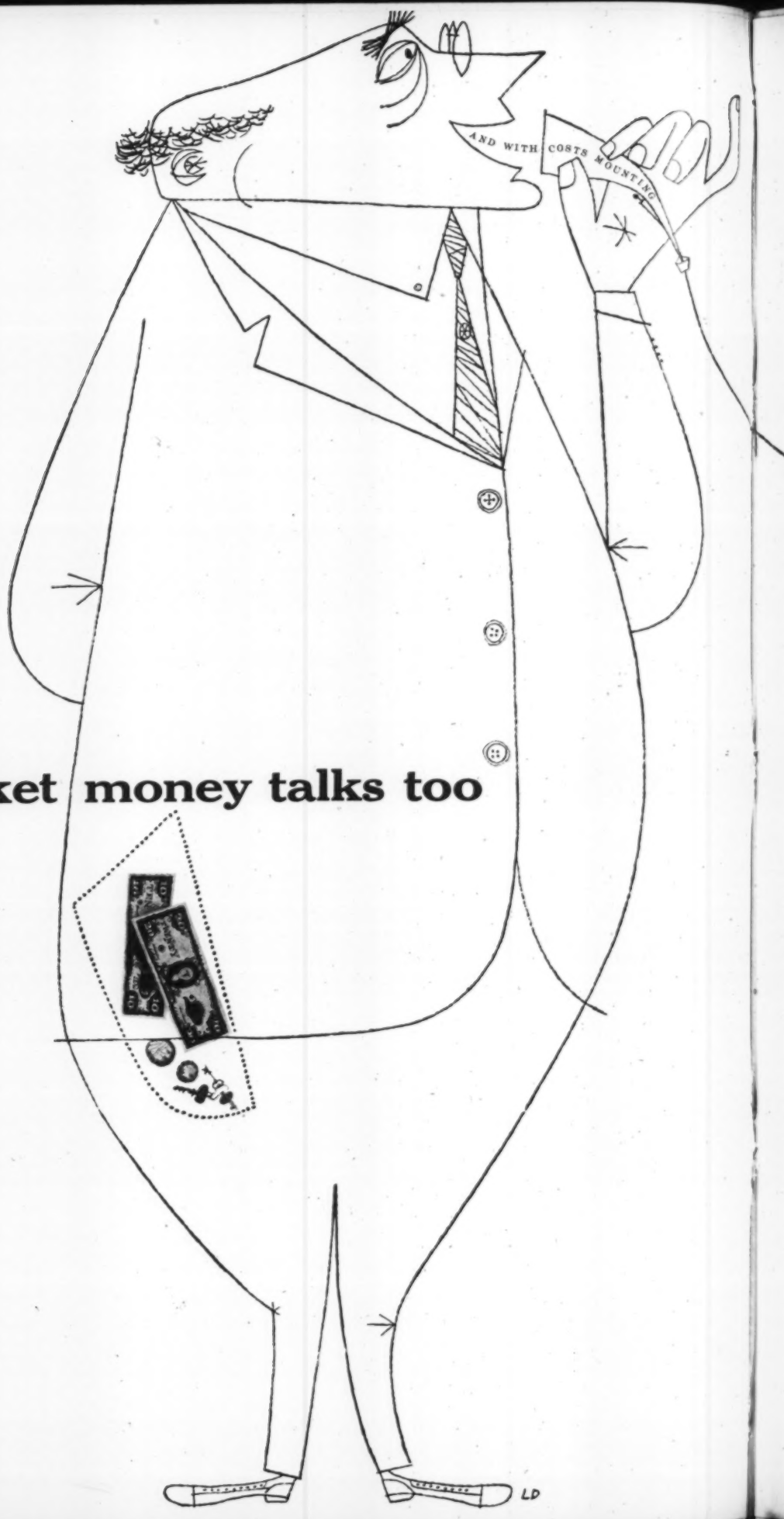
	NUMBER	COST PER WEEK	TOT. WEEKLY HOOPER
WEMP	14 100-Word Spots	$108.00	57.3
Net Station #1	5 100-Word Spots	$122.50	33.0
Net Station #2	5 100-Word Spots	$116.20	24.0

Join other shrewd national advertisers using high-rated, low cost saturation schedules on one of the nation's strongest independent stations!

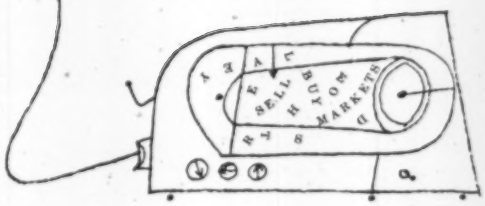
*Based on best rated periods, 8:00 a.m. to 6:00 p.m., according to Oct.-Feb., 1951, Hooper Comprehensive.

WEMP MILWAUKEE
1340 ON YOUR DIAL
WEMP-FM CHANNEL 231

24 HOURS OF MUSIC, NEWS AND SPORTS
Hugh Boice, Gen. Mgr. HEADLEY-REED, Nat. Rep.



Pocket money talks too



All you ask of the cash that you carry is to carry you through the day . . .

But on CBS Radio, the pocket money of the average businessman ($30.15*) can do much more. *It delivers advertising to 27,400 actual listeners—8,400 more than on any other network.* (Based on *average* CBS Radio program, NRI, Nov. 4-10, 1951.)

Among costs of doing business today, the low cost of radio is in a column by itself . . . and among networks, so is the low cost of CBS Radio.

The cost-per-thousand listeners on CBS Radio — $1.10 — is 30% less than on any other network. And whether you compare it with Medium "B" (a certain daily) or Medium "C" (a certain weekly) or with any other through Medium "Z"— CBS Radio delivers *more circulation* for the money and *more advertising attention.*

Let your advertising talk where your customers listen most—on

The CBS Radio Network

*According to a survey of 16,000 businessmen.

editorial

25 Dizzy, Busy Years

ON FEBRUARY 23, FCC notes, the silver anniversary of "unified radio regulation" will occur. The date marks the creation of the Federal Radio Commission, which was set up as a temporary trouble-shooting outfit by Congress to "bring order out of chaos" in radio.

Before the Dill-White Bill creating the five man FRC was enacted in 1927, there was no licensing control. The break-down in the Law of 1912 had occurred in 1926. Stations, which had mushroomed following the first World War, wave-jumped, stepped up their power and operated catch-as-catch can. That was the "chaos" that had to be rooted out.

So the FRC was authorized to operate for a year. Its mission was to get broadcasting back on the track. The infrequent news stories called it the "traffic cop of the ether." It was to regulate assignments, power and hours. The watch-word was "electrical interference."

The FRC was continued temporarily with borrowed space, clerical help and accoutrements for a couple of years with the thought that the regulatory or "traffic cop" functions would revert to the Department of Commerce. Instead, the FRC was made permanent and it absorbed the Radio Division of the Department of Commerce. Then in 1934, the FCC was created and it, in turn, absorbed the communications functions of the Interstate Commerce Commission, State Dept. and Post Office Dept.

Throughout those 25 years, the fundamental law, as it pertains to the radio broadcasting services as distinguished from the common carriers, has remained virtually unchanged in its substantive provisions. This demonstrated the vision of such legislators as Wallace White, then chairman of the House Merchant Marine, Radio & Fisheries Committee (subsequently a Senator), and of Clarence C. Dill, who as a freshman Senator took over the radio legislation because no one else wanted the job.

This exciting quarter-century has made millionaires of a sizable number of venturesome pioneers in radio and in advertising. TV will make others. It has opened new vistas in law and engineering. The multi-billion dollar electronics field owes its existence to the audion tube. In that span hundreds of "bureaucrats" have been trained, more of them for better than for worse.

Throughout, one fundamental law has subsisted without important revision.

Today there are on the statute books no fewer than 250 pages of FCC rules and regulations pertaining to the broadcast services. Over the quarter-century literally thousands of pages of regulations were written. They related to every conceivable type of station function, including the location of rest rooms at transmitters. There have been blue books on programming and rainbow volumes on color TV; Mae West incidents and men from Mars episodes; commands that stations give atheists equal time with men of the cloth; ransacking of station files without subpoenas in the newspaper ownership inquiry; regulation by the lifted eyebrow and by the tilted crowbar; investigations of Communists during wartime, and of homos in peace-time; regulation by coercion and forcing of FM by threat.

It has been a busy, dizzy, wonderful, disgusting quarter century.

All this—and incredibly more—under a law that established a temporary regulatory agency as a "traffic cop" to control "electrical interference."

Newspaper Circulation Hits Its All-Time High

THAT WAS a typical headline in almost any newspaper you happened to pick up a few days ago. The press association wires carried it—a time-honored custom even before the advent of the radio wires.

Another frequent headline reads: "Newspaper Lineage Up." That blossoms monthly, or whenever some outfit gets out an opus or totes up a few one-time projections. Yet another perennial is "Newspapers Join Ad Council in New Public Service Aid."

These are 18-karat examples of how an advertising medium helps itself. It is done in the news columns. It's legitimate news too. Never a line when circulation of advertising volume goes *down*. Always it's onward and upward; nothing succeeds like success, and to the victor goes the spoils.

Now about radio. Did any station or network bother to tell its audience that there are 105,300,000 radio sets in America—as against the 54,000,000 total circulation of dailies? Or that 95.6% of all U. S. homes are radio-equipped? Or that radio business was up 7% in 1951, which was heralded as a bad year? And what about the TV boom being told over TV stations? How about those umpteen billion "listener impressions" through the Advertising Council in "public service programming"?

If it's news to publicize the business of newspapers in print, it's certainly just as legitimate news to publicize the business of radio and television on the air.

The Vidiots

TODAY let us take up the lesson of the wise men and the vidiots.

It is well known that when television came along, a cry went up—and sometimes it may still be heard—that radio was as good as dead. A few radio men even joined in the funeral planning. The most, fortunately, went about their business, which is the business of building and selling radio.

Let us look at some of the things that have happened to this medium in its death throes.

In 1951, thus far the year of television's big surge, the deterioration of radio's condition was evidenced by a gain of almost $32 million in time sales, which reached the record total of $485.4 million [B•T, Jan. 21]. In the same year this doomed medium trudged nearer to the grave by picking up 9.3 million receivers to go with the 96 million it already had.

We find it hard to detect death rattles in the recitation of such statistics.

Further evidence of radio's resurgence came last week from the networks. A survey, reported elsewhere in this journal, showed they are off to a healthy start in the new year, with new and renewed business already well up in the eight-figure millions. The fact that much of this business is in renewals demonstrates that advertisers, despite their efforts to depress rates, are still convinced that radio brings a good return. Local business continues to stride forward and national spot still moves ahead. Another story in these pages shows how seasonal advertisers are relying—again—on both network and spot radio.

These facts pay tribute not alone to a good medium, but also to the men who operate it, building and selling radio with faith in their medium and its ability to stand on its own feet alongside any other medium. It is such work that in the long run will make the vidiots—doom-callers not to be confused with televisionaries, who see radio and television as strong, complementary media—wish they had held their tongues.

our respects to

WALTER ESDRAS BENOIT

WHEN Walter Benoit tells a funny story, it is usually about himself.

One of his favorite stories is about the time his lost shoes delayed a Chicago train in Fort Wayne, Ind., for 10 minutes.

Mr. Benoit is manager of the new Westinghouse Air-Arm Division, only recently transferring from his post as general manager of Westinghouse Radio Stations Inc. Joseph E. Baudino succeeded Mr. Benoit as head of the station group.

In his WRS capacity, Mr. Benoit visited the several Westinghouse stations. The shoe story concerns a trip to WOWO-AM-FM Fort Wayne.

The train had chugged into Fort Wayne. As usual, it planned to stop only long enough to take on and discharge passengers.

The delay in departure was caused by the disappearance of Mr. Benoit's shoes. The night before he had carefully placed them in the shoe compartment of his roomette, but in the morning the shoes were nowhere in sight.

Passengers were impatient to reach Chicago, but Mr. Benoit, usually an amenable man, was not going to leave the train in his stocking-feet.

After what seemed like much longer than 10 minutes, it was discovered that the bottom of the shoe compartment had dropped between the wall panels. A workman with a screwdriver soon retrieved Mr. Benoit's shoes.

Today at 58, Mr. Benoit reflects on a very pleasant career with Westinghouse which began 36 years ago.

Born in Ludlow, Mass., July 21, 1894, Mr. Benoit joined Westinghouse after being graduated from Ludlow High School. His first job was in the accounting department of the Chicopee Falls (Mass.) plant of the Westinghouse Co.

A year later he responded to a World War I bugle call and spent two years in the Army Air Corps. Mustered out in 1919, he became an auditor and accountant with the Bureau of Internal Revenue of the U. S. Treasury Dept., with headquarters in Boston.

Mr. Benoit's radio experience dates from 1922 when he rejoined Westinghouse as radio department cost accountant in the East Springfield (Mass.) works.

In 1928, six years later, radio production requirements outgrew East Springfield facilities and these activities were transferred to Chicopee Falls. Mr. Benoit was made supervisor of works accounting for the new division.

In 1934 he became division auditor. In this capacity, he was responsible for transferrin

(Continued on page 58)

if you have the time

...we have the bonus

When you buy time on WGBI, you get a preponderance of the Scranton market (61.1% in the morning, 53.6% in the afternoon, 71.6% in the evening)*...*plus* a very neat slice of the Wilkes-Barre-Hazleton audience. Actually, WGBI has a larger percentage of Wilkes-Barre-Hazleton listeners than any other radio station in the 1:00 to 2:00 p.m. period, and has exceptionally high Wilkes-Barre-Hazleton ratings between 10:00 a.m. and 12:30 p.m. and consistently good ratings in the other time segments.**

Although WGBI heads *all* CBS stations in the morning, afternoon and evening... although WGBI is by far the favorite station among Scranton-Wilkes-Barre's 694,000 people... although WGBI offers an impressive bonus in Wilkes-Barre-Hazleton... still, time costs are *low*. Low enough, in fact, to make it worth your while to call your John Blair man today!

*Figures from Scranton Hooper Radio Audience Index, March-April 1951.
**Figures from the Pulse of Wilkes-Barre-Hazleton, November 12-16, 1951; 7 a.m. to 7 p.m.

WGBI

Mrs. M. E. Megargee, *President* George D. Coleman, *General Manager*
CBS Affiliate • 910 KC • 1000 Watts Day • 500 Watts Night

JOHN BLAIR & COMPANY • NATIONAL REPRESENTATIVES

Globe-Democrat Tower Bldg.
Saint Louis

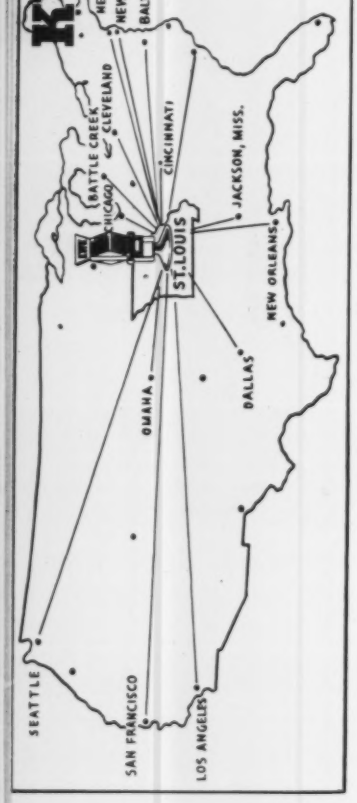
KWK

Representative
The KATZ AGENCY

KWK GETS RESULTS

Business men in the St. Louis area have found that KWK DOES SELL merchandise for them. Regardless of your plant location, if you sell St. Louis people, KWK can help you!

KWK has been serving both St. Louis and National Advertisers for almost 25 years. It is not a guess when you use KWK. You KNOW you will get RESULTS!



Our Respects To

(Continued from page 56)

all accounting activities when the radio division was moved from Chicopee Falls to Baltimore in 1938.

Shortly thereafter he planned and installed accounting operations to accommodate a spectacular wartime expansion which saw production in the division soar to more than 80 times its pre-war volume.

In June 1944, he was appointed assistant to the vice president for the Radio (now Industrial Electronics), & X-Ray Divisions. In December that same year, he was elected a vice president of the broadcasting subsidiary, Westinghouse Electric Corp. In 1947, he was made a member of the WRS board of directors, a position he retains today.

Accepting a temporary assignment in April 1947, Mr. Benoit spent one year in Mexico City. He served during the organization of Industria Electrica de Mexico, returning to the radio station headquarters in Philadelphia in 1948.

Washington Move

Under his direction, plans were completed to move the stations' headquarters office and staff to Washington. This was completed in 1951.

In addition to WOWO, Westinghouse stations include WBZ-AM-FM-TV Boston; WBOS Boston, international short wave outlet; WBZA-AM-FM Springfield, Mass.; KYW-AM-FM Philadelphia; KDKA-AM-FM Pittsburgh, and KEX-AM-FM Portland, Ore.

In his new post, Mr. Benoit is responsible for the design, manufacture and sale of specialized military products of an electronics nature. Plant of the Air-Arm Division will embrace 400,000 sq. ft. of manufacturing space and is now being built at Baltimore's Friendship Airport.

Scheduled completion date for the new plant is July 1. It is hoped that production for the Navy and Air Force of automatic computers to direct gun and rocket fire, radar and autopilots for fighter planes and guided missiles and complete airborne armament systems will be underway before the end of the year.

Although Mr. Benoit may be considered a foundation stone of the Westinghouse expansion, he is by nature an unobstrusive man.

His mild manner of speaking matches his quiet taste in clothes. He is not given to small talk, yet his associates do not consider him uncommunicative. He is an excellent listener and, as one associate said of him, when he does say something, he usually has the right answer.

Mr. Benoit doesn't play golf. His hobbies include movie photography in which he excels. He also admits he considers himself a pretty fair cook.

Association with Mr. Benoit engenders deep admiration. One Westinghouse secretary commented that one of the things that impressed her most about him was the fact that his door was always open when fellow employes had a problem, personal or otherwise.

"He always had the time to listen and he was the kind of a man that you weren't afraid to approach," she added.

Mr. Benoit has a son, Army Lt. Walter Edward Benoit, now stationed at Fort Belvoir, Va. The first Mrs. Benoit, Edward's mother, died 2½ years ago. Last October Mr. Benoit married the former Eugenia Hoppenstadt, whom he met in Mexico.

Not a "joiner," Mr. Benoit has few associations outside of Westinghouse. He is a Roman Catholic. In the broad field of knowledge, his interests are centered in economics and accounting, as the books on his office shelves attest. It has become a ritual with him to read the *Wall Street Journal* each morning.

One of his very few weaknesses is Dijon mustard dabbed on sharp cheese. But when eating this mustard, Mr. Benoit advises friends to keep a glass of water handy.

AMERICAN TOBACCO

Dollar Volume Increases

OPERATIONS of the American Tobacco Co. during 1951 were reviewed Wednesday by President Paul M. Hahn, who reported that cigarette sales in units as well as in dollar volume reached a new peak during the year.

Asserting that the company's increased output of cigarettes is believed to be equal to two-thirds the combined increase of all other companies, Mr. Hahn said dollar volume was increased by $70,930,904 to reach a total of $942,552,034. Income before taxes increased $3,686,166 to reach a new high for the company, $80,410,505. Due to higher taxes, higher costs, and frozen manufacturers' prices however, American Tobacco's net income decreased $8,623,047 last year to $33,109,669.

"Significant progress" was made during the year he said, toward reversing the downward sales curve of Lucky Strike cigarettes, with sales during 1951 approximately twice as large as for prewar 1940. Sales of Pall Mall and Herbert Tareyton cigarettes continued to increase at rates "far above the industry average", Mr. Hahn reported, with the former holding by a wide margin its position of being the largest-selling king-size cigarette in America and the latter, the second largest.

FLOOD COVERAGE ACROSS THE U. S.

Stations Give Aid to Deluged Communities

SWOLLEN RIVERS overflowed banks and swept through towns and cities causing untold damage as broadcasters proved again that for providing emergency service there is no adequate substitute for radio.

Among reports of station's activities which reached BROADCASTING • TELECASTING last week were the following:

WMOA Marietta, Ohio, remained on the air 66 consecutive hours to broadcast bulletins and instructions and serve as liaison in rescue operations.

The relentless waters forced WMOA to move its operations from the ground floor of Marietta's Hotel Lafayette. At the height of the flood, the hotel was in the middle of the rampaging Ohio River.

To combat the near-zero weather, staffmen had two electric heaters but, otherwise, all heat was off in the hotel. Once the waters had receded, listeners flooded the station with heartfelt gratitude.

WHIZ in neighboring Zanesville, Ohio, gave the nation a first-hand account of the errant Ohio River's coursings. Allan Land, WHIZ newscaster, was heard over the NBC radio network and gave reports twice over Dave Garroway's TV program, *Today*. Assisting Mr. Land were Bob Malley, WHIZ program director, and Jack Armstrong, WHIZ engineer.

WTIP Charleston, W. Va., provided listeners with "beep-recorded" accounts when nearby Wheeling felt the impact of the swollen Ohio.

WLWT (TV) Cincinnati kept viewers informed when for several days that city was threatened. Station also fed the NBC-TV network and NBC-TV's program, *Today*.

Pittsburgh's business district, the Golden Triangle, narrowly escaped serious flood damage when two inches of rain fell within 48 hours. The rain caused the Monongahela and Allegheny to overflow their banks. WWSW there aired hourly reports of the rising waters throughout the emergency period.

Heavy rains gave KDB Santa Barbara, Calif., what is described as the "biggest local news in 40 years. . . ." KDB staffers worked for hours without relief, meals or dry clothes to keep listeners up-to-the-minute on critical areas, school closings, road conditions and relief agency locations. Coverage was made direct from the field via telephone and KDB mobile unit.

As reports persisted of flood devastation in southern California, Gene Emerald, disc jockey, KRNT Des Moines, made arrangements for Bill Bendix, movie personality, to give a recorded account of the scenes of disaster.

network

CALIBRE
LOCAL
TALENT SELLS!

WJW

CLEVELAND'S *Chief* STATION

CHIEF SAYS:

Smart advertisers agree; top local talent moves the merchandise!

5000 W.
WJW BUILDING

BASIC ABC
CLEVELAND 15, OHIO

REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

—and Cleveland's top personalities are heard on WJW!

front office

EUGENE D. HILL, general manager of WORZ Orlando, Fla., elected vice president of the station and named to the board of directors of the Central Florida Broadcasting Co. at their annual meeting in Orlando Feb. 11.

LT. HARRY RENFRO returns to his position as executive assistant to the general manager of KXOK St. Louis after serving 18 months with the Marine Corps.

ALBERT F. SCHNEIDER, New York radio salesman, to WBNS Columbus, Ohio, on the station's national sales staff.

STANLEY GORDONI, account executive at WTVJ (TV) Miami, appointed assistant sales manager at the station. MARY FORD, account executive, named local sales manager.

C. W. GREEN appointed general manager of WHKK Akron, Ohio, effective March 1. He will replace RUSSELL W. RICHMOND who has been made executive director of United Defense Fund.

GENE SPRY appointed station manager at WKAI Macomb, Ill., and GENE LARSEN, assumes duties of commercial manager at the station.

HARRISON M. DUNHAM, formerly counsel for the *Los Angeles Times* and general manager of KTTV (TV) announces his association with law firm of EDWARD M. RASKIN and MAURICE J. HINDIN in L. A. Firm deals with motion picture industry, radio and television.

ISABELLE McCLUNG appointed manager of KVOR Colorado Springs, Colo., replacing JAMES B. RUSSELL, president and general manager, who will devote full time to preparations for television.

RAYMOND W. BAKER, vice president and general manager of WARL Arlington, Va., to WSAL Logansport, Ind., as general manager.

More POWER to you
WINS NOW
50,000 WATTS
Day and NIGHT!
Now WINS offers a powerful 50,000 watts around the clock. This means still greater coverage— an even better signal— another reason why . . .
1010 WINS!
WINS
Buy WINS ...it Sells!
50,000 WATTS
DAY AND NIGHT . . . NEW YORK
CROSLEY
BROADCASTING CORPORATION

GEORGE P. HOLLINGBERY Co., N. Y., appointed station representative for WQXI Atlanta, Ga.

HOWARD CLAYPOOLE to ABC Chicago network radio sales from MacFarland-Aveyard agency, same city, where he was senior account executive.

DONN SCHNEIDER joins sales staff of WENR Chicago after working in the same capacity at WNMP Evanston, Ill.

EVERETT-McKINNEY Inc., N. Y., appointed station representative for KUNO Corpus Christi, Tex.

ED NEIBLING, night news editor, KTUL Tulsa, Okla., transferred to sales staff.

PHIL S. BRADFORD, program director, WCOL Columbus, Ohio, moves to station's sales department as an account executive.

PHILIP M. BAKER, Washington broadcast attorney, has moved his office from 1411 Pennsylvania Ave. N.W. to Suite 700, Woodward Bldg., effective Feb. 15. Telephone: Republic 8040.

THE FORJOE Co., N. Y., appointed by WLOU Louisville, Ky., as its station representative. DORO CLAYTON AGENCY, Atlanta, Ga., will represent the station in the south.

EDWARD McMAHON, WGTR (FM) Worcester, Mass., to WKOX Farmington, Mass., as an account executive.

CHUCK JOHNSON, sales staff, KVSM San Mateo, Calif., and DICK NASON, Detroit radio salesman, to KROW Oakland, Calif., as account executives.

JOHN BLAIR & Co. and Blair TV, national radio and video station representatives, move New York offices to Chrysler Bldg., 150 E. 43rd St.

ROBERT KOCAB to WGAR Cleveland as assistant to ELMER KRAUSE, secretary-treasurer.

FRANK DOUGHERTY, radio and television manager of Keenan, Hunter & Dietrich, L. A., to Harrington, Righter & Parsons, national television station representative, as West Coast manager with offices in the Russ Bldg., S. F.

JOHN C. MOLER and BILL STRAIN to WKY Oklahoma City as radio time salesmen.

CHARLES W. PARKER, sales manager of WICC Bridgeport, Conn., has been named business manager of WPAT Paterson, N. J., not general manager as erroneously reported [B•T, Feb. 11].

JOSEPH WOLFMAN, WOKY Milwaukee, named station's sales manager.

Personals . . .

BENEDICT GIMBEL Jr., president and general manager of WIP Philadelphia, appointed to serve on the committee of Price Stabilization. . . . ROBERT SCHMID, vice president of MBS, vacationing in Puerto Rico for a month. . . . HARRY C. KOPF, NBC vice president and general manager of the network's Chicago stations, named local chairman for radio and TV activities for National Brotherhood Week, Feb. 17-24. . . . S. CARL MARK, general manager, WTTM Trenton, N. J., father of girl, Feb. 4. . . . FRANK PARRISH, salesman at WIRE Indianapolis, has received a certificate of appreciation from the Leader Dog League for the Blind for his work in rehabilitation of blind persons and in training dogs. . . . JAMES E. STANTON, general manager of KFLD Floydada, Tex., elected vice president of the city's Chamber of Commerce.

L. E. RICHARDS, station manager of KIWW San Antonio, Tex., and BILL MICHAELS, manager of KABC same city, commended by Tracy-Locke Adv., Dallas and Houston, for cooperation in recent Maryland Club Coffee spot campaign held in the Southwest. . . . JACK GROSS, former owner of KFMB-AM-TV San Diego, has acquired 40% interest in San Diego Padres, Pacific Coast League baseball team. . . . FRED PABST, former general manager of KFRC San Francisco, named by Gov. Earl Warren of California to State Horse Racing Commission, and his son, WILLIAM D. PABST, vice president of Don Lee Network and general manager of KFRC San Francisco, has been named executive secretary for the Salvation Army, S. F., for second consecutive year. . . . ROBERT D. SWEZEY, general manager of WDSU-AM-TV New Orleans, will address members of the Chicago Television Council at the Hotel Sheraton, Chicago, Feb. 20.

YOU MIGHT GET A 12′ 8″ BLACK MARLIN*—

BUT . . . YOU NEED THE FETZER STATIONS TO LAND BUSINESS IN WESTERN MICHIGAN!

WKZO-WJEF in radio and WKZO-TV in television —that's the unbeatable Fetzer line-up for Western Michigan advertising!

RADIO—WKZO, Kalamazoo, and WJEF, Grand Rapids, offer sure-fire radio coverage of Western Michigan. Each is consistently top station in its home city; and bought in combination, *they deliver about 57% more listeners for 20% less money than the next-best two-station choice in Kalamazoo and Grand Rapids!* WKZO-WJEF also get big circulation outside Kalamazoo and Grand Rapids. BMB Report No. 2 credits WKZO-WJEF with tremendous increases since 1946 in their unduplicated rural audiences—up 46.7% in the daytime and 52.9% at night. In the Grand Rapids area alone, WKZO-WJEF have an unduplicated coverage, day and night, of more than 60,000 families!

TELEVISION—WKZO-TV is the official Basic CBS Television Outlet for Kalamazoo and Grand Rapids. WKZO-TV's area includes five metropolitan cities representing a net effective buying income of more than two billion dollars. A new 24-county Videodex Diary Study made by the Jay & Graham Research Corporation proves that *WKZO-TV delivers 54.7% more of this area's 178,576 television homes than Station "B"!*

Yes, AM or TV, the Fetzer stations are Western Michigan's greatest advertising values. Get all the facts, *today!*

** In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.*

WJEF tops IN GRAND RAPIDS AND KENT COUNTY (CBS RADIO)

WKZO-TV tops IN WESTERN MICHIGAN AND NORTHERN INDIANA

WKZO tops IN KALAMAZOO AND GREATER WESTERN MICHIGAN (CBS RADIO)

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES

FLOATING VOICE

Ceremony Feb. 24 in D. C.

VOICE of America's first shipborne transmitter was unveiled Feb. 8, with the commissioning of the U. S. Coast Guard *Courier* at Hoboken, N. J., before members of Congress and other dignitaries.

The *Courier's* transmitter, designed to lend mobility to VOA broadcasts in the European area, will be pressed into action after a shakedown cruise in the Caribbean and thorough testing of equipment.

Ceremonies were limited to commissioning, with a full-dress dedication slated Feb. 24 in Washington, D. C., in connection with VOA's 10th anniversary the following day. It is expected that President Truman will speak at the ceremonies, addressing his remarks to the importance of the U. S. Campaign of Truth [CLOSED CIRCUIT, Feb. 4].

For this occasion, additional members of Congress and various government agencies and departments, including the State and Treasury Depts., will be invited to attend and inspect the ship's facilities. Site has not been definitely set.

Dr. Wilson Compton, chief of the new International Information Administration, under which VOA now operates, said that the *Courier* is "designed to provide another electronic weapon for combatting Soviet jamming and to enable the Voice of America to cover areas beyond the reach of present broadcasts."

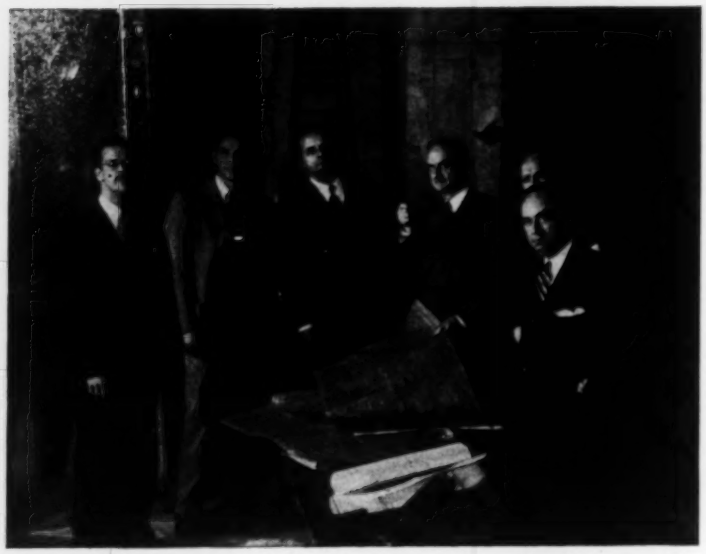
Transmitting equipment is the most powerful of its kind ever installed on a ship, according to the State Dept. It comprises one 150 kw medium wave and two 35 kw short wave transmitters, plus supporting communications facilities, which will pick up VOA stateside broadcasts and transmit them to target areas. It will not originate programs under normal conditions.

Commanding the 338-ft. vessel is Capt. Oscar C. B. Wev (USCG), under whom will be a crew of 80, including ten officers trained in radio. VOA engineers will supervise transmitting operations.

The floating transmitter is known as "Operation Vagabond," a project approved by the President and Joint Chiefs of Staff and announced by the State Dept. last April. Congress has been asked to authorize funds for similar projects.

Mae MacNair Wiggin

MAE MacNAIR WIGGIN, veteran CBS Radio Network employe and the widow of Lewis Wiggin, died Tuesday in Roosevelt Hospital, New York, after a long illness. Mrs. Wiggin joined the network 23 years ago and subsequently became assistant casting director. She remained with CBS Radio until she became ill last October.



LEO BURNETT (r) checks blueprints with some of his executives preparatory to moving broadcast division of Leo Burnett Inc., Chicago, into floor space occupied previously by WAIT [B•T, Jan. 28]. L to r are David Dole and Lee Bland, radio staff; R. N. Heath, executive vice president; Ross Gamble, vice president and treasurer, and William L. Weddell (behind Mr. Burnett), vice president in charge of broadcasting operations.

milestones . . .

► WROL Knoxville, Tenn., celebrated 25 years on the air last Tuesday, having broadcast its first program Feb. 12, 1927, under the call letters WNBJ. First owned by the Lonsdale Baptist Church, the station was built by S. E. Adcock, who purchased it from the church in 1930, the year the call letters were changed to WROL. Current owner is Mountcastle Broadcasting Co. The NBC affiliate scheduled a special celebration involving network stars as well as local personalities, throughout its silver anniversary day.

► In January 1932 Murray Arnold auditioned for and won a parttime announcing post at WIP Philadelphia. Mr. Arnold is now busy accepting congratulations on his 20th anniversary at the station. He moved to fulltime staff announcer, then chief announcer, night manager, production director, publicity director, assistant program director and finally to his present post of program director. Mr. Arnold, well-known in the industry for his efforts on behalf of BMI, was presented a gift by WIP President Benedict Gimbel Jr. at a dinner in his honor.

Mr. Arnold

► "Uncle Nate" m.c. of the KEX Portland, Ore., *Stars of Tomorrow*, begins his 25th year on the show this season. During his quarter century of developing young talent, "Uncle Nate" has built many stars of national prominence, among them Johnny Ray, current leader among popular male vocalists.

► Official tribute has been given to Herbie Mintz, WNBQ-TV television personality who celebrated his 30th anniversary in broadcasting last Tuesday, by the Chicago City Council, which set aside the week unofficially as Herbie Mintz Week. The measure was introduced by Alderman Robert E. Merriam, who congratulated Mr. Mintz for Chicagoans on his show. Other program guests last week were Jules Herbuveaux, NBC Chicago television manager, who gave Mr. Mintz an early radio microphone trophy, and A. W. Kaney, NBC Chicago supervisor of production services and a Chicago radio veteran who was chief announcer at KYW when Mr. Mintz made his first radio appearance.

► Manny Marget, vice president-general manager, KVOX Moorhead, Minn., is entering his 21st year as sportscaster-broadcaster. Very active in the industry, Mr. Marget is president of the Great Northern Broadcasting System, of which KVOX is a member, and is secretary-treasurer of the Minnesota Broadcasters Assn. Mr. Marget's commercial radio career begin Jan. 1, 1931, at WDAY Fargo, N. D., where he was an announcer. After a record of well over 2,000 sportscasts, Mr. Marget is still one of the most active members of the KVOX staff.

► KWOS Jefferson City, Mo., on Jan. 30 celebrated 15 years of operation. Among observances was an hour-long documentary tracing news highlights since Jan. 30, 1937. In 1948, KWOS-FM was added, and the station has made application to FCC for a TV station. Miss Catherine Roer is general manager.

► Bob Prince, sportscaster and commentator for WJAS Pittsburgh, on Feb. 4 chalked up a double anniversary. He began his ninth consecutive year at the station and under the same sponsorship, the Fort Pitt Brewing Co., Pittsburgh.

► Third birthday celebration was held fortnight ago for *National Amateur Time*, seen each Saturday on WMAR (TV) Baltimore and starring Bailey Goss. Show is sponsored by National Brewing Co., Baltimore

VOICE DRIVE

Seeks More Engineers

VOICE of America is campaigning for additional engineers on the strength of newly acquired Congressional authorization for construction of new overseas bases and increased programming.

Voice is currently programming over 50 hours daily in 45 languages, with a number of high-power medium wave and short wave overseas relay bases already in operation. Five additional very high power plants, now under construction, will be launched in the next few months.

A typical base comprises at least one very high power (300 kw plus) transmitter, two high power short wave transmitters, communications transmitters, high gain transmitting and receiving antenna systems, modern triple diversity receiving units and Diesel-powered generating equipment.

Some 60 vacancies now exist—and 125 more are expected over the next few months—for engineers who can operate either radio or Diesel power installations. FCC radio telephone first class licenses are required for all except Diesel positions. They would be used for regular operation and maintenance at these typical base installations.

Salaries for New York positions range from $4,207 to $7,040 annually and overseas pay from $4,719 to $9,230 per year, with additional sums ranging from $600 to $5,300 for quarters and post allowances. Transportation would be furnished overseas for engineers, their families and household effects. Provision also is made for retirement and vacation plans.

Details of the campaign were spelled out in a letter from James F. Thompson, Chief, Division of Radio Facilities Operations, Dept. of State, to NARTB Engineering Director Neal McNaughten.

Construction and other phases of Voice expansion have been under continued study by the Voice of America Radio Advisory Committee, headed by Theodore Streibert, president of WOR-AM-FM-TV New York, one of the industry consultants to the State Dept.

30 Years of Leadership

- Serves a daily audience three times greater than that of any other station in the Capital District of New York State. (Albany, Troy and Schenectady)
- Over 1/3 greater than the combined audience of the area's next ten top-rated stations.
- WGY is the only NBC station in the area and the WGY audience rating for NBC programs is impressively larger than the national average.
- **THE CAPITAL OF THE 17TH STATE: Only WGY covers all 54 counties in eastern New York and western New England—a substantial market area including 22 cities where more people live than in 32 other states and where more goods are purchased than in 34 other states.**

WGY

50,000 Watts

REPRESENTED NATIONALLY BY NBC SPOT SALES

A GENERAL ELECTRIC STATION • SCHENECTADY, N. Y.

RADIO STILL HERE

AWRT Speaker Rebutted

TELEVISION dominated the first all-day conference of the New York Chapter of American Women in Radio and Television, but radio got a rousing defense when one speaker forecast that TV will put it into eclipse.

Albert McCleery, NBC-TV executive producer, touched off the controversy when he declared flatly that in the future "there will be nothing else but television"—especially when color TV comes into play—and that "there will be no room for anything else."

His predictions were vigorously challenged from the floor during a subsequent question-answer session.

Another theory advanced by Mr. McCleery — that "cost means nothing as long as you put your ideas across"—also drew considerable argument, with a large portion of the gathering dissenting.

The meeting, held Feb. 9 at the Hotel Astor, was attended by 109 members and guests and included a morning business session, a luncheon and an afternoon workshop.

Edythe Meserand, assistant director of special events for WOR-TV New York and national president of AWRT, opened the luncheon session with a brief address urging women to assert and assure their positions as individuals.

Robert Saudek, director of the Radio and Television Workshop of the Ford Foundation, in a speech on "How Wide Are Television's Horizons?", compared TV with "South Pacific" as an example of television's fast-spreading national influence. In order to reach the same number of people reached by a single 15-minute television show with a 5 rating seen on a 63-station network, he said, the stage show "would have to run steadily for 11 years."

In a speech on "The Social Impact of Television News," A. A. (Abe) Schechter, general executive for NBC-TV and currently in charge of the network's *Today* (7-9 a.m. EST and CST, Mon.-Fri.), pointed out that first radio and now television has succeeded in changing the nation's social habits.

"At first," he observed, "nobody could sell radio before 10 or 11 a.m." Then came the disc jockey, and early morning programs became subjects of competitive bidding from prospective sponsors. The same thing can be done with TV on a large scale, Mr. Schechter asserted, if those in charge of television programming will give the people "anything that will interest them."

It is possible, Mr. Schechter observed, to educate people by tagging a program "educational" and trusting it to sell itself. But NBC-TV has chosen "the other way" with *Today*, Mr. Schechter stated. He said education leaders already have reported that younger children are better versed in current events since they started watching *Today*. The prevailing tone of letters received by the network indicates a lasting interest on the part of *Today's* listeners, he asserted, concluding that if a single program can make such a mass impression, the social impact of the industry as a whole is unlimited.

'Ulcer-Forming Habit'

Speaking on "Why Is Television Such an Ulcer-Forming Habit for the Performer?", actress Anne Seymour compared the TV performer to the swimmer who braves the high diving board for the first time: when nobody is watching the dive is often perfect, but when there is an audience the diver's effort usually results in a "belly-flop." However, in overcoming the trend toward "ulcers," Miss Seymour held that the filmed show—like its cousin, the taped radio program—is of less value in the long run for the actor because the sense of security if offers makes for an over-relaxed performance and a lack of vitality. She concluded that the best way for the TV performer to avoid "forming ulcers" is to take each live show as it comes, and so familiarize himself with it.

Moderated by Doris Corwith, NBC supervisor of talks and religious programs and national vice president of AWRT, the afternoon workshop session included speeches by Mr. McCleery; Harry Junkin, free-lance radio and TV writer; Philip Cohen, vice president of Sullivan, Stauffer, Colwell & Bayles, New York; Carol Irwin, independent packager; Jean Harrison, producer-director for Frederic W. Ziv Co.; Gloria Lesser, assistant to supervisor of film procurement, CBS; Martha Rupprecht, supervisor of television recording distribution, CBS; Helen Parkhurst, permanent panelist on NBC-TV's *It's a Problem;* Caroline Burke, NBC-TV producer-director; and Mary Jane Jesse, radio-TV publicity, Young & Rubicam. The panelists spoke on "New Techniques in Radio and Television," each one dealing with his particular field. The talks were followed by a question-and-answer period.

Speaking on the cost of television material, talent and time, Mr. Cohen observed that radio and television now lack but one thing: "Something which hurls the sponsor's product out of the receiver—in color." The client's problems basically are two, Mr. Cohen asserted: "Selection of the best vehicle and atmosphere for his product, and the cost." How to control costs — especially talent costs—remains something of a mystery, he added, claiming that "the ceiling has yet to be reached." If a program or series of shows has "heart, continuity and simplicity," he concluded, the problem of finding a sponsor can be, and is, minimized.

"Women in public service and entertainment fields in the broadcasting industry look for the 'better' things," asserted Miss Burke. She reviewed her work with NBC-TV's "Operation Frontal Lobes," pointing out that network officials suggest sponsoring programs for which they have had repeated requests. If the sponsor desires, the network assembles a program for one time period and shows it to the advertiser for approval.

Gloria Lesser described the growing uses which television has found for film. CBS-TV, Miss Lesser explained, maintains a complete film library stocked with film footage for use with documentary programs, short subjects, dramatic sequences, and strips for title backgrounds.

Kinescopes and their uses were discussed by Miss Rupprecht, who noted that 40% of all TV shows use kinescopes or film in one form or another. To illustrate the rising trend, she reported that in 1951, 4,576,000 feet of film were used by CBS Television, as opposed to 3,023,000 feet used by Hollywood studios in the same year.

In a summary of the all-day session, Pauline Frederick, ABC radio news commentator, warned that "television's greatest power [its influence on the public] is also its greatest threat."

Miss Frederick felt that while the all-day meeting had emphasized television's bright future, it certainly had not sealed radio's doom.

"In spite of what Mr. McCleery says," Miss Frederick pointed out, "there are still, and will continue to be," great numbers of people employed in keeping radio at its present height.

NEGRO SERVICE

WLIB Offers Disc Series

STEPS which may lead to the formation of a Negro program transcription network were taken last week by WLIB New York. Station, which devotes a substantial part of its schedule to programming for the Negro audience, made three of its top Negro-appeal series available, by open-end transcription on a straight cost basis, to 54 other U. S. stations which program to the Negro market.

The programs are *Poppy Cannon Presents*, a food and nutrition program with Poppy Cannon (Mrs. Walter White, wife of the head of the National Assn. for the Advancement of Colored People); *Charlotte Hubbard's Washington By-line*, an interview program featuring the daughter of Booker T. Washington's successor as president of Tuskegee Institute, and *The Ruth Ellington James Show*, presenting the sister of band leader Duke Ellington. The *Poppy Cannon* program is being offered as a half-hour or 15-minute weekly show; the *Charlotte Hubbard* program as a quarter-hour weekly, and the *Ruth Ellington James Show* as a quarter-hour once or five times a week.

Harry Novik, general manager of WLIB, originated the programs. M. S. Novik, radio consultant and president of the station, will handle their syndication.

Names McSweeney

JOHN J. McSWEENEY's appointment as sales manager of WMCA New York was announced Wednesday by M. M. Fleischl, vice president and general manager, who also said that Howard Klarman will succeed Mr. McSweeney as account executive. Prior to joining WMCA three years ago, Mr. McSweeney was associated with Pedlar & Ryan, New York agency, and John E. Pearson Co., station representative, while Mr. Klarman has been director of WMCA promotion for nine years.

Mr. McSweeney

In Greater Grand Rapids
... the most ears
are WOODpecked!

WOOD
5000 WATTS • NBC AFFILIATE
AND WOOD-TV
GRAND RAPIDS, MICHIGAN

Also:
WFDF — Flint
WEOA — Evansville
WFBM and WFBM-TV
Indianapolis
KATZ AGENCY

INDEPENDENT RADIO GIVES WHAT THE *HOME FOLKS* LIKE

JUST READ WHAT THESE *INDEPENDENT* THINKERS SAY:

"We believe this type of promotion (promoting Standard Oil's 'King Size Gas Buy') is excellent, and the dealers . . . have expressed their appreciation. Thank you again for this splendid cooperation."

—To Radio Station WMIN
St. Paul, Minnesota
From Standard Oil
Company (Indiana)
Minneapolis, Minnesota

"To say thanks (for excellent results obtained from WKYW spot radio) is putting it mildly. Dollar for dollar expenditure, your station is getting the larger portion of our advertising from this date on."

—To Radio Station WKYW
Louisville, Kentucky
From United Vacuum
Cleaner Stores
Louisville, Kentucky

ANOTHER REASON WHY INDEPENDENT RADIO PAYS OFF FOR ADVERTISERS

In one city, folks prefer hill-billy . . . in another, the choice is long-hair. Independent Radio programming caters to "home town" tastes . . . gives the folks just what they like . . . not whatever the network happens to supply. Result: Independent Radio builds *listener loyalty* . . . which, in turn, becomes *product loyalty* for *Independent* advertisers. It will pay *you* to schedule the leading Independent Radio Stations. Write to any AIMS station for all the facts.

THESE ARE THE LEADING *INDEPENDENT* RADIO STATIONS:

WCUE —Akron, Ohio
WBMD —Baltimore, Maryland
WBNY —Buffalo, New York
WJMO —Cleveland, Ohio
WVKO —Columbus, Ohio
KMYR —Denver, Colorado
KCBC —Des Moines, Iowa
WIKY —Evansville, Indiana
WCCC —Hartford, Connecticut
WXLW —Indianapolis, Indiana
WJXN —Jackson, Mississippi
KLMS —Lincoln, Nebraska
WKYW —Louisville, Kentucky
WMIE —Miami, Florida
WMIL —Milwaukee, Wisconsin
WKDA —Nashville, Tennessee
WBOK —New Orleans, Louisiana
WWSW —Pittsburgh, Pennsylvania
KXL —Portland, Oregon
WXGI —Richmond, Virginia
KSTL —St. Louis, Missouri
WMIN —Minneapolis—St. Paul
KNAK —Salt Lake City, Utah
KITE —San Antonio, Texas
KSON —San Diego, California
KYA —San Francisco, California
KING —Seattle, Washington
KREM —Spokane, Washington
WACE —Springfield, Massachusetts
KSTN —Stockton, California
WOLF —Syracuse, New York
KFMJ —Tulsa, Oklahoma
WNEB —Worcester, Massachusetts
WBBW—Youngstown, Ohio

They are all members of AIMS—Association of Independent Metropolitan Stations—each the outstanding *independent* station in a city.

Aim for BULL'S-EYE results...with the AIMS GROUP

ASSOCIATION OF INDEPENDENT METROPOLITAN STATIONS
AIMS

WKAQ ELECTION

Is Ordered by NLRB

ELECTION has been ordered by the National Labor Relations Board to determine the bargaining representative for certain talent employed at WKAQ San Juan, Puerto Rico. The union involved is the Gremio de Prensa, Radio y Teatro de Puerto Rico. WKAQ is licensed to El Mundo Broadcasting Corp.

The board set aside a unit comprising all radio artists, actors and actresses, sound men, comedians, narrators and commentators employed by WKAQ, as well as talent appearing on programs produced by El Mundo Broadcasting Corp. The unit excludes, however, talent on programs produced by sponsors or independent producers and broadcast under a leased time arrangement.

Among sponsors leasing WKAQ time are Procter & Gamble Commercial Co., Colgate-Palmolive-Peet Co. and Pet Milk-Zerbe-Penn, the ruling said, El Mundo sought to exclude talent appearing on all sponsored programs.

Also omitted from the unit, under the NLRB directive, are all vocalists, musicians, script writers, transmitter operators and supervisors. Employes within the unit are eligible to vote if they can claim two or more days or 16 hours of employment the past 12 months.

TALENT SEARCH

WCKY Contest Is Tri-State

A TALENT Opportunity Tournament, sponsored by 30 newspapers in Ohio, Kentucky and Indiana in cooperation with WCKY Cincinnati, is to get underway this month.

Any amateur or amateur group such as a high school band, glee club, church choir, hillbilly unit may enter the contest. Eliminations will be held in 30 communities of the three states. Local winners will compete in finals.

Grand prize winner will receive $500 cash, an all-expense weekend in Cincinnati, a radio appearance on WCKY, and a contract to record for King Records Inc.

'CITIES SERVICE BAND OF AMERICA'

Marks Silver Radio Jubilee on NBC Feb. 18

RADIO'S oldest continuously sponsored series will complete 25 broadcast years when the *Cities Service Band of America* presents its silver radio jubilee over NBC at 9:30 p.m. EST Feb. 18.

The 1,301st Cities Service program in the series—broadcast without missing a week since Feb. 18, 1927—will be a special full-hour program originating from Carnegie Hall, New York, with Paul Lavalle directing the 48-piece "Band of America" from the same podium that Edwin Franko Goldman used during the first Cities Service concert a quarter of a century ago. Former stars of the series—names familiar to a whole generation of radio listeners throughout the nation—will return for the silver anniversary concert. The Green and White Male Quartet and Announcer Ford Bond, program regulars, also will be on hand.

NBC radio scheduled a preliminary observance of the anniversary with a special program, *Salute to Cities Service*, at 11:15 p.m. EST Saturday. Mr. Bond offered first-hand memories of program highlights and featured personalities as he recalls them from the 25 years of *Band of America* concerts.

Expanded From 16 Stations

Originally carried by 16 NBC affiliates, the program has expanded until it is now heard over 107 stations. Network officials point out that the series was the first sponsorship contract signed by NBC's first president, M. H. Aylesworth, who still serves as broadcasting consultant to the Cities Service organization.

The program started with Mr. Goldman's band in February 1927, with format being changed to a 33-piece concert orchestra conducted by Rosario Bourdon a few months later. The Cavaliers Quartet, with piano accompaniment, was an added attraction, setting the now long-standing practice of having a featured vocal group.

Soprano Jessica Dragonette and Mr. Bond joined the program Jan. 3, 1930, with the singer's presentation of Victor Herbert melodies topping the list of some 5,000 different selections presented during the succeeding eight years. Soprano Lucille Manners replaced Miss Dragonette Feb. 7, 1937, but continued the Cities Service tradition of singing "music with a melody" for the following years.

The now-famous Revelers Quartet, which starred such male singers as James Melton and Frank Parker, first appeared on the program Nov. 17, 1933, with their immediate popularity assuring them of a five-year run. During this period, sportsman Grantland Rice was a frequent intermission speaker with comments on sports headlines and Col. Louis McHenry Howe, secretary to then-President Franklin D. Roosevelt, occasionally spoke briefly on major national issues.

After more than a decade as conductor of *Cities Service Concerts*, Mr. Bourdon transferred his baton to Dr. Frank Black early in 1936 who directed the increased orchestra, Miss Manners, Baritone Ross Graham and a chorus led by Ken Christie for the next eight years.

On Oct. 27, 1944, Mr. Lavalle became conductor of the program, leading a 36-piece string orchestra in a new format called *Highways in Melody*. Operatic singers were presented on a rotating basis at that time with such people as Vivian della Chiesa, Annamary Dickey, Dorothy Kirsten, Robert Merrill, Thomas L. Thomas, Earl Wrightson and Conrad Thibault becoming regulars. Two years later on Oct. 25, 194[illegible], baritone Mac Morgan replaced the guest stars.

In June 1948, Cities Service sought a summer program to substitute for *Highways in Melody* and decided to return to its original format, a brass band. Use of that "basic American institution" proved so popular that the idea was retained during the winter broadcasts, surviving as very successful program fare ever since. Mr. Lavalle remained as bandmaster and Mr. Christie's chorus was renamed the Green and White Quartet, featuring tenor Floyd Sherman, second tenor Edward Hayes, baritone Leonard Stokes and bass J. Alden Edkins.

The half-hour program today reaches listeners in most regions of the country from 9:30-10 p.m. EST as a major part of NBC's "Monday Night of Music." For several months late in 1949, the *Band of America* also was simulcast on TV.

PLANE HITS CBW TOWER

Crash Results in Six Deaths

SIX MEN died as the result of an airplane crash into a guy wire of the 570 ft. transmitter tower of CBW Winnipeg at Carman, Manitoba. Three airmen flying a Royal Canadian Air Force Beechcraft trainer struck the tower Feb. 4 and were killed in the fall and burning of the plane. The next day, three repairmen of Dominion Bridge Co. were killed when they were working near the top of the tower and a high wind struck the tower and sent it crashing to earth, killing the three repairmen and narrowly missing the transmitter building.

The crash of the aircraft had bent the top 80 feet of the tower so that it swayed as much as 30 feet off center. Two repairmen were working in this section under the glare of powerful searchlights when the wind struck. The bent section was hurtled to the ground. The rest of the tower wavered, girders snapped and it crashed to earth.

WRIGHT SPEAKS

At AAM Session in N.Y.

IDENTIFYING advertising as a "strategic industry," Frank C. Wright Jr., director of public relations, National Committee for a Free Europe, called upon admen to give freely of their ideas in the "hot war for men's minds."

Speaking before the Assn. of Advertising Men, New York, Mr. Wright explained that repetition of basic themes, catchy phrases and jingles—all trademarks of American advertising techniques—are constantly used by Radio Free Europe to sell Democracy and democratic ideas to people behind the Iron Curtain. The broadcasts have been so effective, he reported, that some satellite nations have made official demands that Radio Free Europe be silenced by the U.N. At one time, Mr. Wright said, it was rumored that termination of Radio Free Europe broadcasts was the ransom asked for freeing imprisoned William Oatis.

Cite John Gambling

JOHN B. GAMBLING, familiar to radio listeners as the "human alarm clock" heard on WOR New York (7:15-8 a.m., weekdays), is scheduled to be honored by the Veteran Wireless Operators Assn. at its 27th annual meeting in New York Saturday. Starting with radio as a wireless operator in the British Navy during the first World War, Mr. Gambling, along with Capt. Henrik Kurt Carlsen of the *Flying Enterprise*, will be presented the Marconi Memorial Medal of Service, given to people who have been wireless operators and who have contributed much to radio.

KFAC Los Angeles, issuing new rate card No. 19 on Feb. 15, increased station rates an average of about 15%, according to Calvin J. Smith, president and general manager.

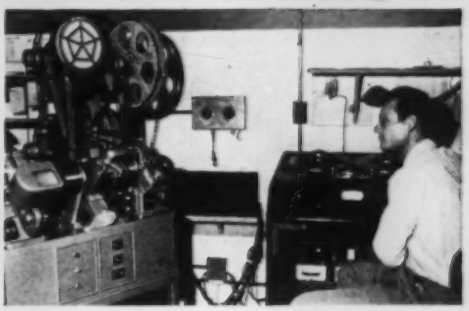
Burns & Allen take to tape

Sound track for bi-weekly TV film is recorded on tape for greater fidelity

Nobody wants to miss a word when George Burns and Gracie Allen put on their hilarious CBS-TV network show. And thanks to "Scotch" Sound Recording Tape every word, every inflection comes through with lifelike fidelity.

The sound track is recorded on standard ¼" magnetic tape synchronized with the cameras; after editing, dubbing and other operations are completed, the finished dialogue is transferred to the optical sound track. This results in far greater fidelity of reproduction since there is hardly any loss of quality during repeated re-recordings. Considerable savings result, too, because the same tape can be re-used any number of times.

CBS TECHNICIAN Bob Kelsey (left) prepares to thread a reel of "Scotch" Sound Recording Tape into a synchronous tape recorder, while C. K. Wood (right) lifts a 3000-foot magazine of 35mm film to the TV recording camera. Tape captures every sound faultlessly.



DON SYKES, CBS tape-film editor, adjusts controls on synchronous tape recorder hooked up with framing device and Moviola editing machine as he checks synchronization of "Scotch" Sound Recording Tape with film of the George Burns-Gracie Allen show.

EIGHTY 3M SOUND ENGINEERS in the field—backed by 20 technical experts in the 3M Laboratories—offer free technical assistance with any recording problem you may have. Call your local 3M Service Representative, or write direct: Dept. BT-22, Minn. Mining & Mfg. Co., St. Paul 6, Minn.

HERE'S WHY RECORDING ENGINEERS USE MORE "SCOTCH" SOUND RECORDING TAPE THAN ALL OTHER BRANDS COMBINED

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping—always lies flat on head
- Lubricated for longer tape life

IMPORTANT: There's more than one brand of sound recording tape. Insist on the "SCOTCH" brand, the *lubricated* tape that gives matchless fidelity, clarity of reproduction, freedom from distortion. Used by all major networks and for master recording by leading record companies.

The term "SCOTCH" and the plaid design are registered trademarks for Sound Recording Tape made in U.S.A. by MINNESOTA MINING & MFG. CO., St. Paul 6, Minn.—also makers of "Scotch" Brand Pressure-sensitive Tapes, "Underseal" Rubberized Coating, "Scotchlite" Reflective Sheeting, "Safety-Walk" Non-Slip Surfacing, "3M" Abrasives, "3M" Adhesives. General Export: Minn. Mining & Mfg. Co., International Division, 270 Park Avenue, New York 17, N. Y. In Canada: Minn. Mining & Mfg. of Canada, Ltd., London, Canada.

Strictly Business

(Continued from page 18)

Chicago. Relinquishing the former, "a cemetery with lights," he returned to Chicago and joined WGN as public relations and special events man.

The events became more specialized as he took leave to handle radio activities for the Office of Civilian Defense in 1942. He ended up writing scripts and political speeches for then Mayor Ed Kelly.

Inasmuch as young Howard had never seen duty as a patrol boy in grammar school, it was logical the Army would enlist him as a military policeman in 1945. Taking a dim view of this, Pvt. Meyers' disgruntlement abated somewhat when he was elevated to the rank of corporal because his was the only voice in the platoon which could be heard in a high wind. He used it in high winds of other kinds when transferred to a special services motion picture unit with such artistic temperaments as William Saroyan and Michael O'Shea.

The next couple of years were a checkerboard of travel, "all I ever dreamed of and anyplace I wanted to go." Commissioned a lieutenant in the field, he took over management of special events for the Armed Forces Network in Paris after the armistice, covering troop activities throughout Europe. He whipped around in his own jeep or by plane, skiing in the Bavarian Alps, swimming in Italy and counting fiords of Norway.

Divorced from the Army in 1946, he was married a week later to Lucia Perrigo, currently press agent for the Ambassadors East and West Hotels. During their Nantucket honeymoon, Mr. Meyers received a wire asking him to join NBC Chicago as assistant news and special events director.

A series of verbal presentations from the head of spot sales some time later moved his name into the business column of radio. In December of 1950, he became general manager of NBC's O and O outlet, WMAQ Chicago, at the age of 37.

He went to the Taylor Co. station representative firm last January.

A devotee of polo for many years, Mr. Meyer has given it up in favor of domesticity and suburban living although he and his wife still are members of the North Shore Polo and Hunt Club.

They live in a 10-room, three-story house in Evanston, where they moved last summer, and are still in the throes of choosing a name for it. Leading the field are Stonybroke, Financial Bluff and El Rancho Escrow.

The Meyers hope to go to Banff and Lake Louise this year, a thrice-postponed ambition. Last year it was superseded by a free trip to Bermuda, which Mr. Meyers won during a Travelers Aid Raffle at which he was the raffler—for the third year. The job has not been tendered again, as—coincidentally—he managed to win something in the raffle during each of the three years he was m.c.

He is president of the Chicago Radio Management Club and a charter member of the Chicago Television Council.

Blue Skies

. . . don't fool little Bismarck. He knows it doesn't take long for a few grey clouds to change the picture. In your case, KFYR can be the key to rich new markets which help you weather changing conditions. Any John Blair man will tell you How and Why.

KFYR

BISMARCK, N. DAK.

5000 WATTS-N.B.C. AFFILIATE

Rep. by John Blair

McNAUGHTEN NAMED

Heads New Standards Unit

NEAL McNAUGHTEN, NARTB engineering director, was named head of the Sound Recording Committee of the American Standards Assn. at a meeting held in New York last Wednesday.

Committee was reactivated on the basis of the need for domestic or U. S. coordination of requirements in international standardization. This work is being carried out by the International Radio Consultative Committee (CCIR) through its broadcasting study group, of which Mr. McNaughten also is chairman. The committee has been sponsored by the Audio Engineering Society since its reactivation. Previously it functioned under the joint auspices of the Institute of Radio Engineers and the Society of Motion Picture and Television Engineers.

Billion dollar market is explained to KFMB-TV audience by Mr. Chernoff (l) and Mr. Keen.

OPS RADIO SERIES

To Fight Inflation

SERVICES of name talent in the radio, TV, motion picture and recording fields have been enlisted by the Office of Price Stabilization for a series of radio programs designed "to help inform the public about inflation."

Titled *Stars for Defense*, the programs will be made available through OPS regional and district offices to stations "that wish to . . . broadcast the programs as a public service."

"OPS does not pay for radio time," the agency said in its announcement last Thursday. The series is part of its public information program, it added. OPS will furnish transcriptions of the 15-minute shows "without charge."

Thirteen nationally known celebrities have volunteered their talent as "a public service." The musical portions of each program are built around a central message from the guest star, exhorting the American citizen to help hold prices down.

OPS embarked on the anti-inflation drive last fall when plans were revealed for radio spot announcements, TV slides and transcribed radio programs. At that time, OPS denied charges it was spending lavish funds "to convince the public with its own money that price control is good." Production costs for radio shows are borne by OPS, it was revealed [B•T, Nov. 26, 1951].

The 15-minute radio series, *Stars for Defense*, supplements a series of 10- and 20-second spots, eight television slides, transcriptions distributed by local agency offices and a newsreel series.

GE's Winne Named

HARRY A. WINNE, vice president in charge of engineering policy, General Electric Co., was appointed last Thursday a member of the Committee on Atomic Energy, Research and Development Board, Dept. of Defense, by Dr. Robert F. Bacher, committee chairman.

BILLION DOLLAR MARKET

KFMB Gets Facts, Promotes

KFMB-AM-TV San Diego, Calif., engaged in a promotion "rampage" when it learned the city in which it is located is now a billion dollar market. Publicity of the newfound fact stirred inquiries from all over the nation, the station asserts.

Billion dollar figure (after income taxes) was delivered by Dr. J. M. Gould, managing director of Market Statistics, in answer to a query of John A. Kennedy, the station's chairman of the board. Mr. Kennedy and General Manager Howard L. Chernoff designed full page ads announcing this information in such newspapers as the *New York Times* (U. S. and foreign editions), *New York Herald Tribune*, *Wall Street Journal* and the *Los Angeles Times*. Mr. Chernoff appeared on KFMB-TV's *People in the News* with "editor" Harold Keen and explained the story to San Diegans. Tear sheets of the *New York Times'* foreign edition were mailed to agencies, media and business leaders.

Opens Law Office

STANLEY BAITZ, formerly information officer with the Office of Defense Mobilization and National Security Resources Board, has announced the opening of law offices in Washington, D. C. Mr. Baitz, who served as assistant to ODM Public Information Director Andrew Berding, will engage in the general practice of law with Milford F. Schwartz. Office is in Suite 1105, Investment Bldg., 1511 K St., N. W., Washington 5. Telephone: Sterling 1515.

KLIX

IS KLICKIN'

STEEL SALESMEN AT WORK IN WORLD'S BIGGEST SCRAP HUNT

1. TO KEEP the constantly growing steel mills supplied with scrap, 334 local task forces have been organized by the makers and distributors of steel. They help persuade industry, farmers and local government people to part with obsolete machines, structures and equipment. 34½ million gross tons of purchased scrap were needed in 1951. Even more will be needed this year.

2. MILES OF STREETS, thousands of factories, shops, farms and storage yards are being covered regularly by approximately 9,000 steel salesmen, in their campaign to feed their growing mills. Machines, structures and equipment of doubtful value (that can be scrapped) are their goal.

3. "A YEAR without earning its keep should put any machine on the scrap list," a member of a local Scrap Hunt Committee tells plant engineer (above) ... One plant cleared 10,000 feet of valuable space by organizing to get rid of "doubtful value" equipment.

4. YOU CAN SCRAP HUNT, TOO. If you own, or manage a farm, shop or factory and want to organize a scrap appraisal plan, your local Scrap Mobilization Committee will help you. Your local Chamber of Commerce will put you in touch with the committee. American Iron and Steel Institute, 350 Fifth Ave., New York 1, N. Y.

RADIO SELLS TV IN CHICAGO

Tele-Tronics Cites Success Via Three Stations

RADIO has sold television so successfully for a Chicago appliance retailer that the company has added a schedule of 286 quarter-hour shows, bringing the weekly total to 48 quarters weekly over a 13-week period.

Tele-Tronics, comprised of four retail outlets spotted throughout the city, is spending about $3,500 weekly on time alone for programming on three local stations, WCFL, WIND and WJJD. The new series of 286 quarter hours will cost about $80,000 for the 13 weeks, including time, talent and production.

Although consistent use of radio and television programming has paid off in telephone requests for a television set demonstration within the hour, as well as in sales and in store traffic, Wright & Assoc., agency for Tele-Tronics, devised a new format which it believes will bring an even greater response.

It contracted with Johnnie Ray, the 25-year-old singing sensation who hit the top in popularity with recordings of "Cry" and "The Little White Cloud That Cried," for a star disc m.c. series. Segments for all 286 shows were recorded with Announcer Howard Miller interviewing other leading song stylists, and with Singer Ray handling introductions and closes and also singing some 60 standard tunes and several of his own.

Capitalizing on the rising tide of Johnnie Ray fandom, the Chicago retailer introduced its radio series with a one-shot television show on WGN-TV starring Mr. Ray. Three hours before show time the scheduled half-hour was expanded to 45 minutes. Although the program was designed only to promote the new Ray series on radio, Tele-Tronics received enough requests for TV home demonstrations that it sold more than $10,000 worth of receivers.

On the air since Jan. 21, 1951, when four programs were aired on the same three stations, Tele-Tronics now has four shows a day on WCFL, three on WIND and one on WJJD, all independent outlets. It also has a half-hour show on WIND Saturday mornings.

The Chicago area Zenith distributor is sharing costs for sponsorship and production of the Johnnie Ray programs. Costs of the other programs are shared cooperatively by Tele-Tronics with local distributors for Admiral, Sentinel, General Electric and Motorola.

All planning for the programs, however, is done by Roy Rodde, Tele-Tronics president, and Bill Wright, president of Wright & Assoc.

Tele-Tronics grew to a four-store chain in three years, working with a four-year-old agency. Two of the outlets sell only television sets, but these are leading items in the other two general appliance stores. Sets in all broadcast copy are promoted directly, with an offer of a free home demonstration of any set within an hour.

Radio has been more successful than television for the client because it spreads the appeal farther, according to Mr. Wright. Because the client wants direct and immediate response by telephone, calls can be taken over a greater period of time in response to radio shows and representatives can be in homes within an hour.

On television, the response is so concentrated within a short time that the company has difficulty meeting the one-hour time limit. Radio is also "considerably cheaper," Mr. Wright said.

Radio-TV Internship

OPPORTUNITIES for internship in radio and TV stations will be available to college and university teachers this summer, Robert K. Richards, secretary of Council on Radio-TV Journalism, has announced. Applicants can obtain further information from Mr. Richards, who also is NARTB director of public affairs, 1771 N St., N.W., Washington 6, D. C.

Plans for the new Tele-Tronics radio series are blueprinted by (l to r) Don Campbell and Mr. Wright of Wright & Assoc., Singer Johnnie Ray and Tele-Tronics President Rodde.

WHLI's Popular Number

TELEPHONE officials have asked WHLI Hempstead, L. I., to use the word "radio" whenever the outlet identifies its 1100 kc frequency, as a result of a recent snow and ice storm. Explanation: WHLI frequently broadcasts storm information for Long Island commuters. Recently, during what amounted to the winter's first big snowfall, many listeners called the station for information. The City of Hempstead was only recently equipped with dial telephones, however, so many callers mistook the station's announced location on the radio dial—1100—for its position on the telephone dial, and placed calls for Hempstead 7-1100. Latter number was held by a housewife who, after frantically answering many calls that weren't for her, had to leave her telephone off the hook all night. She got her number changed the next day.

DATES & CUSTOMS

Research Arts Will Help

TECHNICAL advice and factual research on dates, customs, superstitions and related subjects will be provided by Research Arts, New York organization founded by Dr. Paul Ilton, archeologist.

Recognizing the lack of any central agency for supplying authentications, Dr. Ilton said he established Research Arts, of which he will act as director, to service television and radio programs, sponsors, advertising agencies and film studios.

The archeologist, described as the owner of a million-dollar collection of antiquities which he excavated himself, has served as research consultant for the radio and television versions of *Believe It or Not* after the death of Robert Ripley. An occasional technical director for motion pictures, his latest Hollywood project was on the filming of George Bernard Shaw's "Androcles and the Lion," soon to be released by RKO.

WTMJ WORKSHOP

Underway for Civic Groups

VARIOUS community groups are familiarizing themselves with the history and operation of broadcast media at the Radio-Television Workshop launched fortnight ago by the Junior League of Wisconsin in cooperation with WTMJ-AM-TV, the *Milwaukee Journal* stations.

More than 300 delegates representing 39 civic, religious, educational and other public service organizations in the state attended opening sessions Feb. 4. Russell G. Winnie, manager of WTMJ and WTMJ-TV recounted the history of radio and TV. Other station staffmen are covering various operational phases. Curriculum includes organization of station, radio sales, the FCC, programming, production and public service features.

Purposes of the workshop, according to the Junior League, is to acquaint civic groups with station operation "so they can make more intelligent use of these media in the Milwaukee area."

WHIM, WORC Business

JANUARY billings of both WHIM Providence, R. I., and WORC Worcester, Mass., show substantial increases percentage-wise over January 1951 billings, the Inter-City Broadcasting Co. announced last week. Bob Engles, WHIM general manager, reported business up 35½% and national spot billings up 25%. George Taylor, president of Radio Worcester Inc., said that WORC billings show an increase of 20%.

ANNUAL Western Electronics Show and Convention will be held in Long Beach (Calif.) Municipal Auditorium Aug. 27-29 inclusive. Formerly operated as the Pacific Electronics Exhibit, show is held jointly by Western Electronic Manufacturers Assn. and Institute of Radio Engineers regional convention.

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW The Voice of Kansas in TOPEKA

REACHES 93,217 RADIO FAMILIES WEOK POUGHKEEPSIE REPRESENTED BY DEVNEY

FEBRUARY 18, 1952

TELECASTING

FASHIONS, FEMALES AND PHOTO-ELECTRONS*

This spring's fashion parade will be on the TV screen ... sponsored by the department stores and specialty shops of America.

For each year since TV's arrival as an advertising medium, hundreds more retailers have found it the most effective way to sell apparel to women. They buy local daytime TV in particular. Its unbeatable combination of sight-and-sound selling, high-housewife audience, and impact through demonstration makes it the greatest sales medium there is.

That combination makes Spot TV the best salesman for thousands of other products as well—including, very likely, the one whose advertising success is in your hands.

*"Electrically charged particles which transmit images."

WSB-TV .....Atlanta
WBAL-TV .....Baltimore
WFAA-TV .....Dallas
KPRC-TV .....Houston
KHJ-TV.....Los Angeles
WHAS-TV .....Louisville
KSTP-TV ...M'p'l's-St. Paul
WSM-TV .....Nashville
WTAR-TV .....Norfolk
KPHO-TV .....Phoenix
WOAI-TV ....San Antonio
KOTV .....Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS

Produced by 1 program
in one afternoon
on 1 TV station

67,852

replies!

'nuff said?

The program: "Community Auditions," a talent-hunt show deftly built with an eye to the special interests of metropolitan Boston.

The sponsor: Community Opticians, experienced advertisers who recognize the influence of the station which introduced television to New England.

The agency: Lasker-Riseman, Inc. Writes Mr. Riseman: "We have just tabulated the unprecedented return of 67,852 pieces of mail in response to our 67th program."

The station: WBZ-TV, of course. Who else?

WBZ·TV

BOSTON CHANNEL 4

Represented by NBC Spot Sales

WESTINGHOUSE RADIO STATIONS Inc

KDKA · WOWO · KEX · KYW · WBZ · WBZA · WBZ-TV

Sales Representatives for the Radio Stations, Free & Peters

TELECASTING

FEBRUARY 18, 1952

RCA SEMINAR

VHF-UHF Equipment Detailed at D.C. Meet

FAITH IN UHF was expressed by RCA last week when it held a two-day seminar in Washington's Hotel Statler and also announced a complete line of VHF and UHF station equipment, home converters and receivers.

At the same time, RCA Labs.' scientists frankly discussed problems in the way of optimum UHF range and coverage, held out hope that future experiments would show methods of overcoming present shortcomings.

Timed for the lifting of the 10-month-old TV freeze, RCA played host to more than 200 Washington consulting engineers, attorneys and FCC technicians.

Highlight of the sessions was a talk on UHF propagation by Dr. George H. Brown, chief of antenna-transmitter research at the Princeton Labs.

Dr. Brown's talk added up, in the minds of his audience, to this:

(1) UHF stations may someday equal VHF stations in range and coverage, given enough power and height.

(2) Through the use of beam-tilting and directional antenna elements, early UHF stations should be able to render decent service to markets that are not too large in area.

(3) Cities in hilly terrain will find UHF operation spotty. This is because all tests so far indicate that the 470-890 mc signal does not get behind hills and down into valleys.

In experiments at NBC's Bridgeport experimental UHF station, Dr. Brown said, it was found that tilting the radiator about 1.3 degrees downward gave a significant increase in signal strength out to about five miles. It also however, cut down the range of good reception. This, Dr. Brown suggested, might be a good thing since it would cut down areas of interference and permit closer station spacing for UHF stations. The Bridgeport station has an effective radiated power of from 60 to 70 kw on 500 mc.

Use of Directional Antennas

As a corralary to beam tilting, Dr. Brown told of his success in increasing UHF signal intensity by using a directional antenna.

He pointed out that a beam 60-70 degrees wide covered almost 80% of the Bridgeport population and increased signal intensities to a considerable degree.

For stations with antenna sites away from the main part of their populated centers, "sectoring" might be the answer to usable signals over a substantial range, Dr. Brown said.

For omnidirectional radiation, four such elements could be used, he explained.

Next major tests on UHF propagation, Dr. Brown announced, will be (1) additional checks on beam tilting and beam shaping; (2) tropospheric recordings on the high end of the UHF band; (3) measurements of differences in range and coverage due to antenna heights.

As of the present, Dr. Brown said, best knowledge of UHF indicates that there will always be a difference between VHF coverage and UHF coverage.

As he put it: "It is the same difference that exists in AM. We all know that 550 kc is better than 1500 kc."

Equipment in Production

Station equipment is in production and on some items already being stored, T. A. Smith, assistant manager of the Engineering Products Dept., declared.

RCA is prepared to meet estimated demand for station equipment, he said. His estimates are based on the report of the RTMA task force which two weeks ago predicted that the FCC could grant

(Continued on page 105)

764 RCA Cameras

TOTAL of 764 RCA cameras are now in use it was disclosed at the RCA seminar last week in Washington. Disclosure was made when dinner guests were asked to guess the number, those nearest to correct figure at each table receiving a personal radio as a prize. Cameras sell for $15,300 each, which adds up to an $11,689,200 investment by 108 U.S. stations in that item alone. It was also revealed, unofficially, that RCA sold more TV equipment—mainly studio gear—during the TV freeze than AM equipment, including transmitters and antennas.

THAW REPORT

Target Date Now March 15

OMEN or no, it looks like March 15 before TV's Sixth Report and Order is issued by the FCC.

Most references to the Ides of March aren't happy ones, but to TV applicants the date may turn out to have more joyous meaning.

FCC staff spent all last week working up the draft of final decision. Commission itself did not check allocations proposals, although it was expected to do so on Friday. Last go-round is expected to begin in earnest sometime this week Since FCC Chairman Wayne Coy will be in Indiana the early part of this week, it is believed that the Commission won't get to allocations until the middle of this week.

Many observers feel that two weeks more or less, after a three-year-wait, isn't important; that it is better to have a legal-proof document than a bad final report that may tie up TV expansion in court actions.

Due to legal niceties, FCC staff found that it would be unable to carry out its desires to change all the 31 existing stations which have to be shifted to frequencies within the same part of the VHF band [B•T, Jan. 28].

A number of such shifts will be made, but it has been found that most such moves would conflict with comments on file. If the Commission was to follow out its desires respecting existing stations, it would have to reopen the record and permit new comments to be filed on its new proposals.

Educational reservations are shaping up to a point where the number of noncommercial channels may be increased over the 209 proposed to be reserved in the "Third Report" last March.

But the increase will be mainly in the UHF frequencies. In fact, in order to give commercial applicants more of a choice in the VHF channels, a number of reserved VHF channels will be de-asterisked.

Power-Height Relationship

Increases in permissible maximum powers [B•T, Jan. 28], will be tied to new antenna heights, it was learned last week.

Essentially, the new antenna heights will relate to maximum radiated powers to ensure single-market coverage by all classes of stations.

Concern lest final report leave any loose ends unfinished was quashed by FCC staff men. They emphasized the report, when issued, will include all matters relating to ending the TV freeze. This would include, they said, action on all petitions still pending, procedures, legal opinions on all 1500-odd comments and oppositions, etc.

It is the host of these matters that are at the root of the change of target date from the end of February to March 15. It is believed that the extra two weeks will permit certainty that nothing has been overlooked.

Meanwhile, Allen B. DuMont Labs. filed a petition favoring the lifting of the five-to-a-single-company limitation on TV station ownership. DuMont recommended that the Commission revise its rules to permit ownership of eight TV stations by the same person. It recommended that a single owner be permitted not more than five VHF stations and three UHF.

DuMont claimed that eight TV stations "would both simplify and strengthen the conduct of national television network operations."

NBC, the first to recommend that the limitation be lifted to permit common ownership of more than five TV stations, asked that no limit be placed on UHF station ownership, and that the present five limit be continued for VHF stations alone. ABC and Fort Industry joined with NBC, although both suggested a limit of seven in overall ownership, with not more than five VHF owned by same persons. Only opposition has come from WVVW Fairmont, W. Va. [B•T, Feb. 4, Jan. 28, 21, 14, 7].

NPA COLOR BAN

No Lifting Hinted

HINTS that government allocation authorities will retain but modify the manufacturing ban on color TV equipment—and inklings of the reasoning that would lead to such a decision—were evidenced by the National Production Authority last week.

Officially, NPA is saying little or nothing about what course it will take on the suggestions offered by industry representatives at the recent joint meeting with agency officials.

But authorities acknowledged last week that the shortage of skilled technicians holds the key to future action of the order (M 90)—probably some form of modification.

Three possibilities were held out at the industry-NPA conference in which the whole RCA-CBS color TV issue flared again [B•T, Feb. 11].

There were two indications that engineers held the key to NPA's future decision, expected within the next fortnight.

● NPA has asked the Dept. of Defense for data on outstanding military orders which are delayed because of the lack of available engineers.

● An NPA official said that the ban may be lifted if the agency is assured that skilled technicians would not be diverted from top-priority defense projects to consumer color TV production.

Board Awaits Data

When sufficient data is accumulated and prepared by the Defense Dept., it was indicated, the Electronic Production Board will analyze it and make appropriate recommendations to NPA's top echelon, presumably Administrator Henry Fowler.

It was Mr. Fowler who, at a news conference last Wednesday, told reporters that engineers would serve as a major factor for a decision on whether to lift the ban. He predicted the agency would act "soon."

The three alternatives held out by industry representatives are these:

(1) Complete lifting of the prohibition against manufacture of color TV equipment for "mass production" purposes. Manufacture of equipment for developmental uses is now permitted.

(2) Amendment of the order to exclude other than home-type receivers viz., projection equipment for theatre color television and use of materials for the mounting of special tubes in existing black and white receivers.

(3) Continue the regulation as it now stands, with a ban on theatre TV and other uses.

Predominant industry view was for retention of the order, NPA said. Others claimed no substantial amount of materials or manpower would be saved. At present most firms have only a few technicians engaged in color television research, some of it to military applications. Revocation would force industry, for competitive reasons, to expand preparations for mass production which Defense Mobilizer Charles E. Wilson had asked be forestalled, some manufacturers pointed out. That being so, they reasoned, the ban should be retained in some form.

Both RCA Board Chairman David Sarnoff and CBS President Frank Stanton, who renewed the color TV issue as an aftermath of the meeting Feb. 8, questioned the propriety of M-90, specifically regulation of the end product, when shortage of materials would indirectly serve the same purpose.

NPA authorities cited variance of industry estimates on labor drain since last October's meeting. One firm, which then reported 4% of engineers engaged in color TV development work, reported it would have to devote about 15% of engineers to handle mass production and competition if commercial color TV equipment output is permitted.

Another company said it had removed 40 to 50 engineers from color video and reassigned them to other work, including defense projects. Some firms urged NPA to set policy on use of engineers for mass color TV production or direct defense projects.

Chief criticisms leveled at order, NPA told manufacturers, is that it is inconsistent with NPA's general policy of giving them flexibility in producing consumer goods; is unnecessarily restrictive on competitive developments in color TV industry, and that conservation of materials and labor can be achieved by other methods. Some representatives urged NPA to let companies use metals for either monochrome or color equipment.

The question of color TV tube production and developmental uses involving black-and-white receivers also cropped up at the Feb. 8 meeting. Industry members stressed the great extent of developmental work in the industry. Such work is permitted under the present order, it was explained.

Barney Balaban, president of Paramount Pictures Corp. whose Chromatic Television Labs. proposes to make the Lawrence tube, noted that the order prevents a manufacturer from producing a receiver capable of receiving both monochrome and color even if that receiver does not use extra materials.

As a result, he said, a manufacturer could make a set containing the Lawrence tube as long as only a black and white picture was produced. Firm also could build a separate chassis with circuitry capable of receiving both, and build the tube, yet be unable to mount the tube in the chassis and offer the complete unit to the public.

Some authorities felt that NPA would modify its present order to apply to home color TV sets, thus removing restrictions on theatre color TV as exemplified by the 20th Century Fox Corp.-Eidophor unit. 20th Century is a member of the Motion Picture Assn. of America, whose attorneys are Welch, Mott & Morgan, Washington, and Fly, Shuebruck & Blume, New York.

Theatre Owners of America and National Exhibitors Theatre Television Committee, which also appealed to NPA for clarification, are represented by the law firm of Cohn & Marks, Washington. TOA was erroneously listed as being represented by Welch, Mott & Morgan [B•T, Feb. 11].

TELEVISION Producer Worthington C. (Tony) Miner (seated) chats with Sylvester L. (Pat) Weaver Jr. (l), NBC vice president in charge of television, after signing a long-term contract with the network [B•T, Feb. 11]. Looking on are Gustav B. Margraf (rear), NBC vice president and attorney, and Ted Ashley, Mr. Miner's representative. Mr. Miner has been succeeded as producer of CBS-TV *Studio One* by Donald Davis.

CBS-TV PITCH

Aimed at Cost Fallacies

"TELEVISION comes in all sizes"—for advertisers with budgets of all sizes—is the argument advanced in a new sales presentation distributed to agencies and sponsors by the CBS Television Network last week.

Emphasizing that television, though often thought of as a luxury medium requiring multi-million-dollar expenditures, can be fitted into modest-scale promotion, CBS-TV explained that package shows are available for less than $4,500 per week and some cost less than $2,000. Circulation costs on CBS-TV, it was pointed out, are getting lower each year, and for further accessibility, some shows can be sponsored on a one-time basis for special sales drives.

One nighttime hour on the complete CBS-TV Network, including time, talent, cable charges when necessary, and agency commission, was reported as costing $46,950, an average of $3.91 per thousand viewers.

Sponsors can utilize the CBS-TV basic network—21 stations—and still reach 67% of the total U. S. television homes at a more moderate cost, it was said.

The 21-city basic network covers top markets, it was asserted, where two of every three homes are video-equipped: Atlanta, Baltimore, Birmingham, Boston, Charlotte, Chicago, Cincinnati, Cleveland, Columbus, Dayton, Detroit, Greensboro, Indianapolis, Jacksonville, Kalamazoo-Grand Rapids, Los Angeles, Louisville, New York, Philadelphia, Syracuse and Washington.

Apart from the maximum efficient coverage provided through these cities, advertisers can also recruit and hold a potential audience via these outlets, it was argued. "Along with the 'giant-economy' sizes we have the modest dimensions that you can effectively and efficiently build with," the presentation states.

Net time costs for a half hour on the 21 basic stations are $11,-972.25 for Class A time, $8,979.18 for Class B, and $5,986.12 for Class C. Figures include 15% agency commission; station hour and annual discounts have been deducted.

Suggested one-weekly buys for the CBS-TV basic network, including agency commission, included the following:

DAYTIME

	Talent	Time	Total
The Egg and I	$3,475	$4,108.12	$ 7,583.12
Steve Allen Show	2,150	4,108.12	6,258.12
Bride & Groom	3,000	4,108.12	7,108.12
Mike & Buff	1,150	4,108.12	5,258.12
Mel Torme Show	1,850	4,108.12	5,958.12
In the Park	3,250	5,986.12	9,236.12

CLASS A TIME

All Around the Town	$2,000	$8,216.25	$10,216.25
Up to the Minute	2,075	8,216.25	10,291.25
What in the World	2,850	11,972.25	14,822.25
Man of the Week	4,100	11,972.25	16,072.25
Frank Sinatra Show	11,000	9,390.00	20,390.00

As the presentation was being prepared, CBS-TV sales representatives placed *Bride and Groom* on a four-times weekly basis for General Mills sponsorship, while Hudson Pulp and Paper continued its fifth broadcast of the series. Tuesday and Thursday programs of *The Egg and I* also became sponsored at week's end (see story, page 23).

Just as newspapers and magazines may be bought by the single insertion, so television may be bought on a one-time basis to solve special sales and merchandising problems, the CBS-TV brochure continued.

SPOT VS. NETWORK

Theme of Katz Meet

A CALL for a "calculated, industry policy" on spot television competition with network television was to be sounded by officials of The Katz Agency, station representation firm, in a meeting with their 19 TV station clients in Chicago over the weekend.

Told that the time to act is "now" and that positive and prompt decision by them could speed formulation of "a long-range, industry point of view," the station executives also were slated to hear:

- An appeal for TV stations to establish spot rates competitive with network rates, to achieve and maintain ability to clear prime time for spot advertisers, and to guarantee such station-time clearances against pre-emption by the networks.
- A plea for a single rate for both local and national spot advertising.
- A hint that TV stations may "want" to go to FCC, if necessary, to avoid having "the old AM option-time pattern carried over into TV."
- Emphasis on spot TV's flexibility, its higher return to stations and lower cost to advertisers.
- A review of the importance of film, coupled with a report on The Katz Agency's own new TV film directory and a request for station views on the extent to which they would like the firm to be active in the film field.

"With relatively few TV stations in being today and additions delayed by the 'freeze,' now is the time for TV station owners to establish and sustain long-range policies and standards of practice avoiding radio's mistakes and assuring television station independence and prosperity," George W. Brett, Katz vice president and director of sales policy, said in a speech prepared for delivery at the weekend sessions, slated Saturday and Sunday at the Edgewater Beach Hotel in Chicago.

Spot, Network Competion

"Continuing competition between spot and network television should be calculated, industry policy," he said. "Much can be accomplished by this group of stations alone. In addition, your positive, prompt decisions could accelerate action by all other TV stations towards crystallization of a long-range, industry point of view."

While "networks operated in the public interest are essential for television's complete development," Mr. Brett maintained that:

"The networks are endeavoring to establish in television a pattern of option times and 'free' hours similar to the precedents of their contracts with radio affiliates. The nine hours daily TV option time allowed by the FCC as network *maximum* is exploited by networks as *minimum*."

He said "TV stations are now in a position to resist network pressure and to devise an entirely new approach to renegotiation of network contracts in order to secure (1) modification of TV network option time clauses to assure advertisers more freedom of choice; (2) protection of TV stations against network unilateral rate decisions."

He called upon stations to endorse the principle that TV outlets should be able to clear and guarantee times for spot advertisers on a basis competitive with times cleared and guaranteed to network sponsors, and to "go on record as established, public policy that you will clear, and guarantee against pre-emption, time up to 52 weeks within the limits of your commitments current when any acceptable non-network advertiser is ready to buy."

Representative's Part

The spot vs. network competition was brought into focus also by Executive Vice President Eugene Katz in raising the question of the part which a representation firm should play in film distribution. In a speech to be delivered Saturday, Mr. Katz noted that "film will affect your network relations," and said:

"As networks depend more and more on film for the conduct of routine network hookups, you will have more and more reason to question their use of your option time to obtain a competitive advantage in the sale of your station for a 30% yield to you.

"TV station owners will not want the old AM option time pattern carried over into TV just because the FCC has not yet altered a 1944 radio regulation to fit TV. You will not want to be required to give networks pre-emption rights on nine hours per day for less than a third of your rate to enable them to outsell the other time you have for sale, when that time can produce twice as much income."

In another speech Mr. Brett stressed the advantage of stations having one rate for both local and national spot.

He said "it is clear millions of advertising dollars may be gained or lost to television according to the television pattern now in the making."

Scott Donahue Jr., Katz TV sales manager, in a prepared speech on "new opportunities in TV selling," noted that newspapers and magazines, as well as networks, are "major" competitors of TV spot.

Stressing the need for "broadening the base of television advertising prospects," he said the Katz firm is "enthusiastic" in its support of shared sponsorship of programs, but "vigorously" opposed to shared announcements. In the case of shared programs, however, he advocated (1) that the combined commercial time of all co-sponsors be kept within the limits specified by the NARTB Television Code; (2) that each sharing sponsor agree to complete an adequate minimum schedule and pay his pro-rata share of the cost at his separately earned frequency, and (3) that all advertisers and brands be identified in accordance with FCC rules and the 4A's standard advertising contract.

Katz arguments on behalf of spot TV were summarized in a presentation, "A Better Approach to Television Advertising," which was prepared for advertisers and agencies and was slated to be detailed at the weekend meeting by Robert H. Salk.

To Attend Katz Meeting

Station officials scheduled to attend the Katz meeting included: Stanton P. Kettler and Claude Frazier, WAGA-TV Atlanta; E. K. Jett and Earnest A. Lang, WMAR-TV Baltimore; U. A. Latham and Kenneth W. Church, WKRC-TV Cincinnati; F. C. Snyder, R. C. Wright, and Herbert Mayer, WXEL Cleveland; Willard Schroeder, WOOD-TV Grand Rapids; L. H. Rogers and Walker Long, WSAZ-TV Huntington; Harry M. Bitner Jr. and William F. Kiley Jr., WFBM-TV Indianapolis; Alvin D. Schrott and J. W. McGough, WJAC-TV Johnstown.

David E. Lundy and Don J. Fed-

(Continued on page 104)

PARAMOUNT

Subscription TV Hopes Cited

HIGH HOPES for subscription TV were expressed by Paul Raibourn, Paramount Pictures vice president in charge of television activities, during a three-day stint on the witness stand during the second week of FCC hearings on Paramount's qualifications to hold broadcast licenses [B•T, Feb. 11].

At the same time, he predicted that the next advance in TV will be in color.

Mr. Raibourn followed Paramount President Barney Balaban on the stand. Mr. Balaban was in the witness chair for four days.

On Thursday, Edwin Weisl, one of the three Paramount directors on the board of Allen B. DuMont Labs., testified. Most of his testimony dealt with the motion picture anti-trust suit and trade practices. He is a member of the New York law firm of Simpson, Thacher & Bartlett, Paramount Pictures counsel.

Following Mr. Weisl will be Y. Frank Freeman, in charge of Hollywood production for Paramount; Austin Keough, general counsel of Paramount Pictures, and Klaus Landsberg, vice president and general manager of KTLA (TV) Los Angeles.

Paramount invested $300,000 in a half interest in International Telemeter Corp., Mr. Raibourn revealed. This is how Telemeter works: When the home user wants to unscramble the distorted picture being sent by the subscription TV station, he must insert the required amount in a coin box. This in turn activates a device which cleans up the picture.

Subscription TV will be on a common carrier basis, was Mr. Raibourn's opinion. He foresaw little competion between home TV and subscription TV, but he admitted that there might be competition between theatre TV and pay-as-you-see TV. He also said he looked for all types of material to be broadcast on subscription TV, not only movies.

Letters Introduced

As part of the background on subscription TV, Paramount introduced a record of correspondence between Mr. Balaban and Eugene F. McDonald, president of Zenith Radio Corp. and prime mover of Phonevision type of subscription TV. In this method, the home user would call the telephone operator to send the clarifying signal to clear up the distorted picture. Charges would be included on monthly telephone bills.

Correspondence covered the period beginning in April 1950 until the end of November of the same year. Subject of the correspondence was the use of films for the Phonevision tests Mr. McDonald's company was planning for Chicago and which took place early in 1951.

In June 1950, Mr. Balaban, after number of fulminating letters from Mr. McDonald, lashed back. In the course of this six-page letter, Mr. Balaban said:

For years you have preached the theme that commercial television was impractical and hopeless unless its economy was based on some device like Phonevision. Over and over again you have ridiculed the possibilities of commercial television and labeled those who had faith in its future as "televisionaries." Needless to say your predictions about the economic future of television have been completely exploded by the history of the past few years. Despite your opposition and obstruction, commercial television is now a nation-wide functioning reality — without Phonevision!

Yes, we admit to having been "televisionaries" from the very beginning. In the day of the Nickelodeon we were called motion picture visionaries as well. And we are visionary enough today to believe that motion pictures and television can each give to the other a stimulus that will benefit both of them immeasurably—and I am not talking about a "shotgun" marriage of the two by Phonevision.

Paramount has invested $500,000 in Chromatic Television Labs, the company developing the Lawrence-invented tri-color tube, Mr. Raibourn revealed. After stating that it was the intent of the company to make tubes and receivers, Mr. Raibourn estimated that it could make 5,000-10,000 the first year, about 50,000 a year thereafter. That presupposes permission from

(Continued on page 104)

WHEN TELEVISION SELLS . . .

IN SYRACUSE

Meet Dorothy Kelley Carr, newest WHEN personality. Mrs. Carr, long active in Syracuse civic and social affairs, is seen on "YOUR TOWN," daily at 10:45 A.M. Her ready access to unlimited sources of valuable program material has made "YOUR TOWN," a viewing must for Central New Yorkers.

Say WHEN TELEVISION

TO YOUR NEAREST KATZ AGENCY MAN AND MAKE "YOUR TOWN" YOUR CHOICE IN SYRACUSE.

WHEN TELEVISION SYRACUSE

CBS • ABC • DUMONT

A MEREDITH TV STATION

NCAA IN '52

PRELIMINARY and unannounced plans for telecasts of college football this year were made in Chicago last week by the new television committee of the National Collegiate Athletic Assn. A similar two-day session of the executive council of the NCAA took place Monday and Tuesday, also at the LaSalle Hotel, during which the group selected Asa N. Bushnell of the Eastern College Athletic Conference as director of the entire television program. Mr. Bushnell is a member at large on the new TV committee, and was selected as director by a mail vote among the 17-member executive council. He replaces Edwin Reynolds, New York specialist hired by the NCAA last year to direct its 1951 program of controlled telecasting.

For two days, the TV committee considered addenda to the survey conducted last fall by the National Opinion Research Center on the effects of TV on gate attendance of football games. Although it was understood the committee will give more serious thought to telecasting of games locally and regionally this year, no specifics were revealed.

Action of the full membership will follow recommendations of the TV group, and is not expected until April when the complete report of the NORC will have been made.

TV Committee Studies NORC Addenda

★

Mr. Bushnell and members of the steering committee, still to be selected, will meet within a fortnight with television industry and advertising representatives in New York. Substance of their discussion will be reported back to the full TV committee late in March.

Budget matters, one of three major items taken up by the executive council, were outlined for all phases of the television program, but NCAA declined to release any figures. Discussions concerned appropriations for Mr. Bushnell, the TV committee and the steering group.

Robert A. Hall of Yale, head of the TV committee, conducted the television sessions. He admitted NCAA made "honest mistakes" in its controlled black-out program last year, saying these would be corrected this year with a more flexible schedule. He said membership would vote on TV proposals by mail in April, with passage of any recommendations requiring two-thirds.

The TV plan for 1952 will be organized by Mr. Hall and the 16-man television committee, as well as 16 consultants, two from each NCAA district.

The TV committee includes, in addition to Mr. Hall from Dist. 1, the following members—Shober Barr, Franklin and Marshall, Dist. 2; Jeff Coleman, U. of Alabama, Dist. 3; K. L. Wilson, Big 10 Conference, Dist. 4; Reaves E. Peters, Big Seven Conference, Dist. 5; Howard Grubbs, Southwest Conference, Dist. 6; E. L. Romney, Mountain States Conference, Dist. 7; W. O. Hunter, U. of Southern California, Dist. 8. Two members at large are Mr. Bushnell and Walter Byers, NCAA executive director.

Consultants, two from each area serving as advisers to their district representative, include—Dist. 1, Edward Parsons, Northeastern U., and Eugene Flynn, Holy Cross College; Dist. 2, Robert Kane, Cornell U., and Earl Yeomans, Temple U.; Dist. 3, Max Farrington, George Washington U., and E. M. Cameron, Duke U.; Dist. 4, Edward Krause, Notre Dame U., and David E. Reese, Mid-American Conference; Dist. 5, Blair Gullion, Washington U., and Louis E. Menze, Iowa State College; Dist. 6, D. X. Bible, U. of Texas, and J. F. McHale, U. of Arizona; Dist. 7, E. E. Wieman, U. of Denver, and Juan Reid, Colorado College; Dist. 8, Earl R. Jackson, College of Pacific, and Alfred R. Masters, Stanford U.

FOREIGN TV

Glenn McCarthy Expands

EXPANSION of TV to two more Latin American countries was made known last week when Texas oil baron Glenn McCarthy announced that he had received assurances from the government of Guatemala approving his offer to set up three TV stations there.

It was also learned that Mr. McCarthy, who owns KXYZ Houston, also has made the same bid to the government of Venezuela.

In Guatemala, Mr. McCarthy proposes to build a 50-kw TV station in Guatemala City on Channel 6 (82-88 mc), a 10-kw station in Coban on Channel 2 (54-60 mc), and a 10-kw station in Quezaltenango on Channel 4 (66-72) mc). Mr. McCarthy said he proposes to spend $1,500,000 building the stations and hoped to have the first station on the air in eight months.

The Guatemalan grant, Mr. McCarthy said, covers not only construction of stations, but also selling of TV receivers and the production of shows.

In Venezuela, Mr. McCarthy is seeking three 50-kw stations—in Caracas on Channel 2 (54-60 mc), in Valencia on Channel 6 (82-88 mc) and in Barquisimeto on Channel 4 (66-72 mc).

In both countries, Mr. McCarthy plans to network the stations from the principal city. Relays will be accomplished off the air, it is understood.

Mr. McCarthy, who is owner of the Shamrock Hotel in Houston, is also a TV applicant for Houston.

WOC-TV SELLS

BIGGEST SELLING DAY follows first telecast

"Smiling Irishman" Joe Craine, owner of Craine Furniture Company, began sponsorship of "Wrestling From Hollywood," Nov. 9, 1951. Scheduled immediately following NBC "Cavalcade of Sports," this wrestling film series has long been a favorite with local viewers and "live" Craine commercials were integrated into telecast.

Saturday, Nov. 10—day following first telecast—was BIGGEST SELLING DAY in Craine history. Close check on Craine customers during ensuing weeks showed that 70% mentioned wrestling series, and so sold on WOC-TV's ability to SELL is the "Smiling Irishman" that on Dec. 12, he began sponsorship of a feature film telecast each Tuesday night to become *station's largest local purchaser of time.*

WOC-TV *Sells!* And it has a host of success stories like the above to prove *it sells!* Get the facts from your nearest F & P office—or from WOC-TV direct.

Free & Peters, Inc.
Exclusive National Representatives

WOC-TV Channel 5

The Quint Cities

Col. B. J. Palmer, President
Ernest C. Sanders, Resident Manager

Davenport, Iowa

In Los Angeles...

IT'S THE REACH OF YOUR SPOTS THAT COUNTS!

Powerful KNBH blankets the vast Southern California market...puts *your* spots in the finest TV company!

It's over 200 miles from Santa Barbara to San Diego. Here lives America's second largest buying population. And here NBC station KNBH is doing one of the most terrific coverage jobs in the short history of TV. In the primary Los Angeles market *alone* there are now more than 1,100,000 TV sets. Thousands more are in the so-called "fringe area." And with its array of top-talent transcontinental shows, KNBH is now reaching a huge percentage of this audience. For choice spot time, contact KNBH, Hollywood, or your nearest NBC Spot Sales office today.

NBC HOLLYWOOD

KNBH channel 4

TO SELL THE BUYING MILLIONS

IN AMERICA'S *2ND LARGEST TV MARKET*

Success story board

Camera Directions and Script Outline for Mr. Television

Establish shot on Camera 1: Berle reiterating fact that television is today the most profitable medium for advertising ever evolved.

Move in for close-up: For one **super** example in the automotive field . . .

Hold on close-up: Texaco gained a 94% customer increase with viewers of "that show" it sponsors.

Cut to close-up, Camera 2: And in today's daytime TV, there's a great new opportunity for advertisers who want those **extra** customers — at a low, low budget.

Zoom on Camera 1: It's "TODAY" — the startling morning operation that's revolutionizing television's daytime position.

Hold on close-up: That dollar for dollar it delivers more audience . . . more customers . . . and more **results** than any other means of advertising.

Dissolve to Camera 3: Take the 37% sales increase among viewers for all TV-advertised packaged goods —

Move in on Camera 2: Another fact? There are one-third more TV viewers reached **per dollar** today than a year ago.

Fade to Camera 3: Today, TV delivers 18.6 **extra** customers per dollar in the evening —18.7 in daytime.

Cut to long shot: And of course, it's on NBC — where advertisers get the biggest stars on the biggest shows . . . the biggest audiences to the biggest network . . . for the biggest results.

The sales facts noted here are taken from "Television Today," the remarkable study which will influence your advertising plans for years to come. Copies available from NBC-TV Sales.

Poses by Mr. Television.

Photography by Philippe Halsman.

Sponsorship opportunities on "TODAY" and a few more shows, program segments, and time periods are now available. Contact NBC-TV Sales.

NBC *television*

The network where success is a habit

YESTERDAY
and
TODAY
in
Central Indiana
at
WFBM-TV
"First in Indiana"

•

Yesterday . . . .

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today . . . . there are

212,350

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

"First in Indiana"

telestatus

100,000 Jobs in Television By 1962, NARTB Reports

(Report 203)

COMPREHENSIVE preliminary employment survey prepared by NARTB was released at the first meeting of the Second Annual Regional Seminar at WAAM (TV) Baltimore Feb. 15-16.

The survey states that there may be 100,000 persons employed in TV by 1962.

On Jan. 15, 1952, the 108 TV stations in operation in the U. S. had a total employment of 7,000. It was estimated that in 10 years 2,500 stations will be in operation.

Regarding employment in the industry, the survey stated "the road to the top is through successful specialization." Small TV stations, as in the case of radio, will serve as the training ground for those who aspire to a career in television. Network production depends on experienced specialists. Again, as in radio, jobs fall into four major categories: programming, engineering, sales and general management.

Television will be a boon to announcers, the study predicts. "The big bulk of new opportunities in TV anouncing will come from the new TV stations which will go on the air during the next five years . . . there will also be some openings for people without prior broadcast experience."

The actor, unlike the announcer, will not, in most cases, be able to serve his television apprenticeship in a local station, since most live network programs requiring dramatic talent originate in New York and experience is a vital necessity.

"In New York, it is estimated that at least 10,000 actors or would-be actors are trying to get dramatic roles in television every week. At most, there are probably no more than 800 jobs in any given week," the report noted.

There are openings in small TV station for directors. The largest stations may have six or eight on the staff, but typical stations employ between two and five. Most of these openings are filled by promotion from within. In cases where a director is hired, it is essential that he have previous experience in TV, legitimate theatre or in motion pictures.

Behind-the-Scenes Jobs

Behind-the-scenes personnel such as floor managers, production assistants, stage hands and artists also must learn their trade at a local level, the report said. Specialization in any one of these fields is required by a network. Concerning openings: "Even the largest TV stations . . . have no more than one or two openings a year. This number will be increased as the more experienced personnel are absorbed by new television stations coming on the air."

Openings in the engineering field are gauged largely by union activity in a station. Experienced personnel is required on the station's technical staff. The employment possibility will expand when more TV stations go on the air, the NARTB study said.

Salesmen at the largest TV stations usually number from four to six. A typical small station may have two. Inexperienced salesmen may break in at local station level but networks require men experienced, if not in radio, in agency selling or a similarly allied field.

Jobs for women do exist in TV although they are still limited, the report noted. The industry can utilize their talents as actresses, writers and as directors of women's and children's programs. Largest stations will hire only experienced women to do on-the-air work while small stations afford women the opportunity to break into broadcasting.

Role of "Television in Elections" topped the agenda Saturday for the second annual seminar.

Short talks on TV's expected role this election year were scheduled for Kenneth D. Fry and Edward T. Ingle, radio-TV directors of the Democratic and Republican National Committees respectively. WAAM scheduled the telecast Saturday, starting at 1:30 p.m.

Invited to appear with Messrs.

(Continued on page 86)

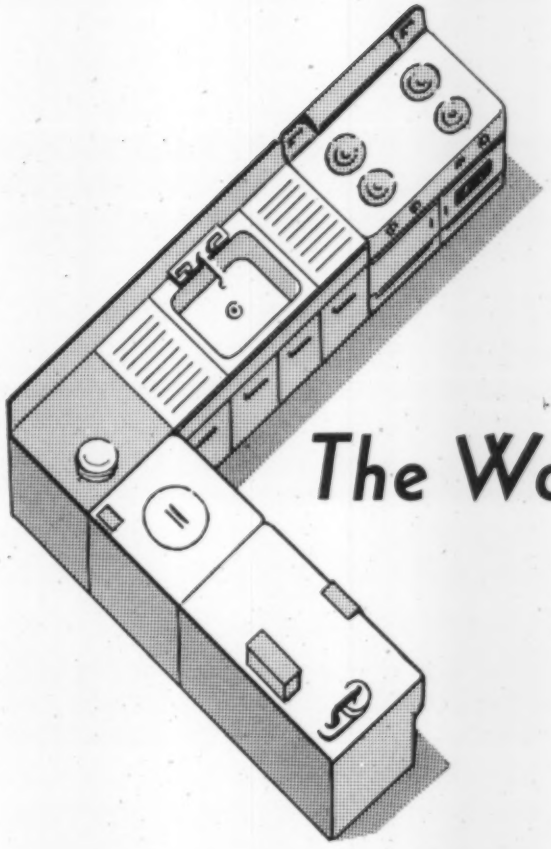
Weekly Television Summary—February 18, 1952—TELECASTING Survey

City	Outlets On Air	Sets in Area
Albuquerque	KOB-TV	13,000
Ames	WOI-TV	80,607
Atlanta	WAGA-TV, WSB-TV, WLTV	165,000
Baltimore	WAAM, WBAL-TV, WMAR-TV	358,052
Binghamton	WNBF-TV	50,150
Birmingham	WAFM-TV, WBRC-TV	81,100
Bloomington	WTTV	125,000
Boston	WBZ-TV, WNAC-TV	847,725
Buffalo	WBEN-TV	253,536
Charlotte	WBTV	122,970
Chicago	WBKB, WENR-TV, WGN-TV, WNBQ	1,077,817
Cincinnati	WCPO-TV, WKRC-TV, WLWT	329,000
Cleveland	WEWS, WNBK, WXEL	567,692
Columbus	WBNS-TV, WLWC, WTVN	210,000
Dallas-Ft. Worth	KRLD-TV, WFAA-TV, WBAP-TV	154,000
Davenport	WOC-TV	88,598
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Dayton	WHIO-TV, WLWD	227,000
Detroit	WJBK-TV, WWJ-TV, WXYZ-TV	705,323
Erie	WICU	82,765
Ft. Worth-Dallas	WBAP-TV, KRLD-TV, WFAA-TV	154,228
Grand Rapids-Greensboro	WOOD-TV WFMY-TV	135,000 101,111
Houston	KPRC-TV	116,000
Huntington-Charleston	WSAZ-TV	73,500
Indianapolis	WFBM-TV	212,350
Jacksonville	WMBR-TV	52,000
Johnstown	WJAC-TV	132,732
Kalamazoo-Kansas City	WKZO-TV WDAF-TV	170,560 189,161
Lancaster	WGAL-TV	135,576
Lansing	WJIM-TV	80,000
Los Angeles	KECA-TV, KFI-TV, KLAC-TV, KNBH KNXT, KTLA, KTTV	1,161,036
Louisville	WAVE-TV, WHAS-TV	130,076
Matamoros (Mexico)-Brownsville, Tex.	XELD-TV	11,100
Memphis	WMCT	118,000
Miami	WTVJ	105,000
Milwaukee	WTMJ-TV	305,537
Minn.-St. Paul	KSTP-TV, WTCN-TV	301,500
Nashville	WSM-TV	54,784
New Haven	WNHC-TV	224,000
New Orleans	WDSU-TV	78,377
New York	WABD, WCBS-TV, WJZ-TV, WNBT WOR-TV, WPIX	2,750,000
Newark	WATV	
Norfolk	WTAR-TV	101,833
Oklahoma City	WKY-TV	113,224
Omaha	KMTV, WOW-TV	118,401
Philadelphia	WCAU-TV, WFIL-TV, WPTZ	1,010,000
Phoenix	KPHO-TV	55,100
Pittsburgh	WDTV	342,200
Providence	WJAR-TV	191,000
Richmond	WTVR	105,250
Rochester	WHAM-TV	109,000
Rock Island	WHBF-TV	88,596
Quad Cities	Include Davenport, Moline, Rock Isc., E. Moline	
Salt Lake City	KDYL-TV, KSL-TV	73,300
San Antonio	KEYL, WOAI-TV	67,049
San Diego	KFMB-TV	124,000
San Francisco	KGO-TV, KPIX, KRON-TV	315,000
Schenectady-Albany-Troy	WRGB	198,600
Seattle	KING-TV	124,500
St. Louis	KSD-TV	372,000
Syracuse	WHEN, WSYR-TV	160,226
Toledo	WSPD-TV	150,000
Tulsa	KOTV	98,375
Utica-Rome	WKTV	67,000
Washington	WMAL-TV, WNBW, WTOP-TV, WTTG	335,715
Wilmington	WDEL-TV	93,014

Total Markets on Air 64* Stations on Air 109* Estimated Sets in use 15,736,858

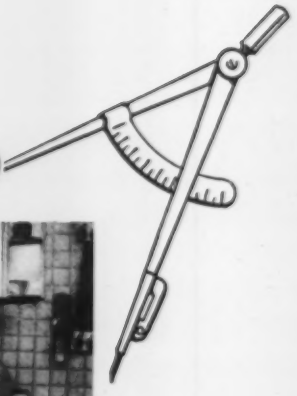
* Includes XELD-TV Matamoros, Mexico

Editor's Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap, sets counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.



The Woman's Angle!

It's a SALES angle too



Next to meals prepared at home, nothing seems more real than food prepared on television. Sometimes you can almost taste it; you can always seem to catch its fragrance. Daily on "The Woman's Angle," Ann Mar concocts tempting dishes using your products. The most powerful visual medium in the world works to get your food label into many of the more than 390,000 Baltimore kitchens.

That's why we say, "The Woman's Angle" is your best Sales Angle.

Ann Mar

WMAR-TV

CHANNEL 2 ★ BALTIMORE, MD.

Represented by **THE KATZ AGENCY, INC.** *NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO*

CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

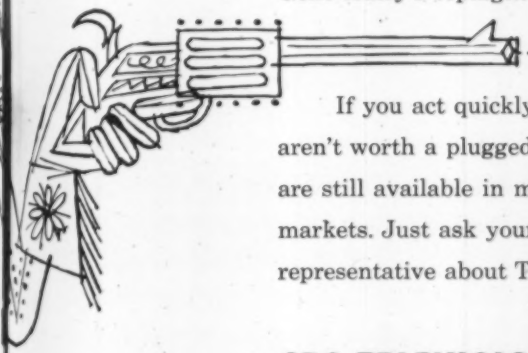
HE OUTBUFFALOES BUFFALO BI

The Range Rider, in fact, outscouts 'em all—
Buffalo Bill, Dan'l Boone, Kit Carson, any of the
other heroes of the early American frontier.
Fringed buckskin, moccasins and all, he's as ready
with his wits as with his six-guns and fists.

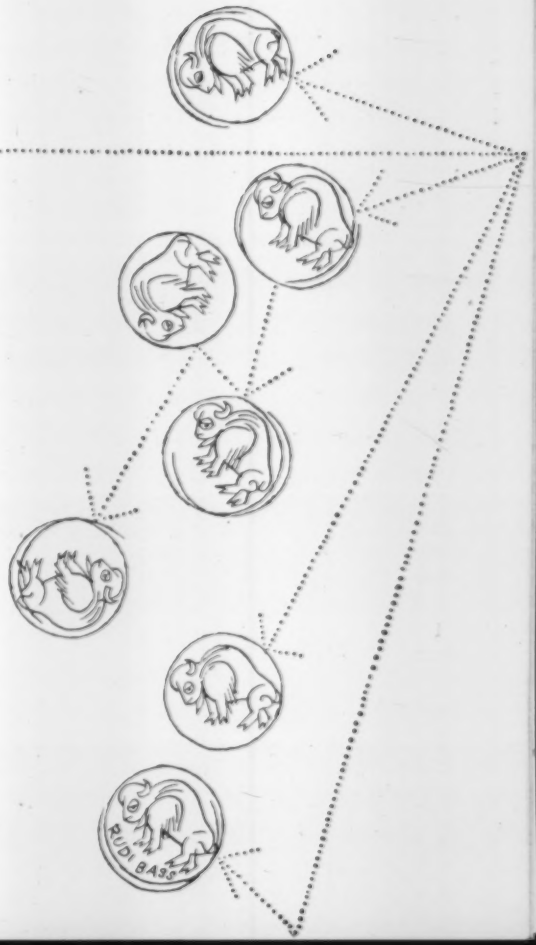
This six-foot-four-inch pioneer is just the man
to bring down your television cost-per-thousand
...to give you a top-dollar viewing audience
at a cost in nickels.

The Range Rider's first series of half-hour films
for TV has been sure-fire. (We'd be pleased
to show you the score to date in 21 of the
nation's major television markets.)

Now a total of 52 films is available to advertisers,
all of them made especially for television
by the same production unit responsible for
Gene Autry's topflight TV series.



If you act quickly, your competitors' chances
aren't worth a plugged nickel. First-run rights
are still available in many of *your* best television
markets. Just ask your CBS Television Film Sales
representative about The Range Rider today.



CBS TELEVISION FILM SALES

ALSO AVAILABLE: The Gene Autry Show, Strange Adventure, Cases of Eddie Drake, Holiday in Paris, Barber of Seville, Betsy and the Magic Key, Vienna Philharmonic Orchestra, Hollywood on the Line, and World's Immortal Operas.

KFMB
TV
Channel-8

SAN DIEGO'S
1st and Only
TELEVISION STATION
blankets
CALIFORNIA'S
THIRD MARKET

Avocados
...are Big
Business
A MULTI-MILLION
DOLLAR INDUSTRY
and
San Diego
County is
THE Avocado
Capital of
The World!

Wise Buyers
BUY
KFMB
For
More
Business!

KFMB-TV
Channel 8
KFMB-AM
550 - K.C.
John A. Kennedy, Board Chairman
Howard L. Chernoff, Gen. Mgr.

FILM PAYMENT

SAG, IMPPA Make Pact

FOLLOWING several months negotiations, Screen Actors Guild and Independent Motion Pictures Producers Assn. last week worked out agreement providing for additional salary payment to actors in 70 Monogram theatrical movies later shown on television.

Covering these specific films only, agreement runs for seven years and provides that none of the films in question shall be released to television until at least three years after their first showing in theatres.

Each actor under agreement is to receive additional payment of 12½% of his total original theatrical film salary earned in movie in question. Percentage is predicated on selling price to TV of less than $20,000 per film, should producer receive $20,000 or more per film. Actor will receive 15% of original earnings in movie.

Films involved have been made since Aug. 1, 1948 "cutoff date" in SAG's basic agreement with all movie producers.

WELI UHF SEMINAR

Is Held in Carolinas

ADVANTAGES of UHF television were discussed in a two-day seminar conducted at Hendersonville, N. C., by Fred King, chief engineer of WELI New Haven, Conn., and Rudy Frank, WELI promotion manager.

Before some 200 men attending the meeting, Mr. Frank pointed up the many advantages of the UHF spectrum; the absence of man-made interference; stability of transmission and the relatively low cost of getting into operation in smaller markets.

Mr. King discussed propagation characteristics, antennas, converter performance, availability of UHF converters and combination UHF-VHF receivers after the freeze is lifted.

Mr. Frank explained that the seminar was conducted for prospective UHF TV applicants in North and South Carolina and for servicemen, technicians and engineers of the two states. It is the first of a series of seminars which WELI plans to conduct in various parts of the country, Mr. Frank added. Seminar was arranged by B. M. Middleton, president, WHKP Hendersonville.

CBS-TV Studio 62

CBS-TV announced acquisition of its 16th New York studio with the leasing, last week, of the Biltmore Theatre on West 47th St. To be known as CBS-TV Studio 62, the theatre will be originating point for the afternoon *Bert Parks Show* and the new Thursday daytime program, *Give and Take.*

IATSE WALKOUT

Faces TV Film Producers

FACED with the penalty of a walk-out by union workers, Hollywood TV film producers who have failed to cooperate have been given until today (Monday) to sign the new IATSE increased scale and working conditions agreement covering members of various studio crafts as recently signed by the major motion picture producers.

Hollywood AFL Film Council, after approximately four months negotiations with Alliance of TV Film Producers, last week unanimously voted to withhold workers from services to those TV producers who have not agreed by today to pay the same wage scale now prevailing in major studios.

Alliance maintained that members were unable to comply with wage demands which also include provisions for health and welfare fund and holiday pay for daily workers. A spokesman pointed out that the TV industry is not in position to pay such increases which "amount to 17% with fringe benefits." Alliance offered 5% increase, effective next Oct. 26, with another 5% increase a year later, but with no fringe benefits.

Coy Speaks Today

FCC CHAIRMAN Wayne Coy will address the Fort Wayne, Ind., Rotary Club at a luncheon and the Muncie, Ind., Junior Chamber of Commerce at a dinner today (Monday). He will talk about television. Last Wednesday, Mr. Coy spent the morning before a House Appropriations Subcommittee on Independent Offices justifying the President's request for $8,075,000 for FCC. He was accompanied by Joseph M. Kittner, assistant chief, Broadcast Bureau; Edward W. Allen Jr., chief engineer; Dee W. Pincock, assistant to general counsel; Edwin L. White, chief of Safety & Special Radio Services Bureau; Jack Werner, chief of Common Carrier Bureau; William J. Norfleet, chief accountant; George S. Turner, chief of Field Division; W. K. Holl, executive officer, and Robert W. Cox, assistant executive officer.

CONVENTIONS

Westinghouse Adds 4 Outlets

(Also see convention story page 26)

WESTINGHOUSE Electric Corp. last week added a four-station DuMont TV Network hookup to its previously contracted-for CBS Radio and Television Network facilities to cover the national political conventions in July and the election night coverage Nov. 4. The DuMont stations will also join CBS in broadcasting the Westinghouse "get out the vote" series of 13 weekly programs starting Aug. 11.

Announcement, made jointly by Westinghouse and DuMont, said that the arrangement "was made in an effort to secure maximum impact for Westinghouse coverage of all major political events up to and including the election."

Stations scheduled to carry the Westinghouse political telecasts under the arrangement with DuMont are WABD (TV) New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh and WGN-TV Chicago. First three are owned by DuMont. WGN-TV is the *Chicago Tribune* video outlet.

DROPS 'LIGHTS OUT'

Admiral Buys News, Sports

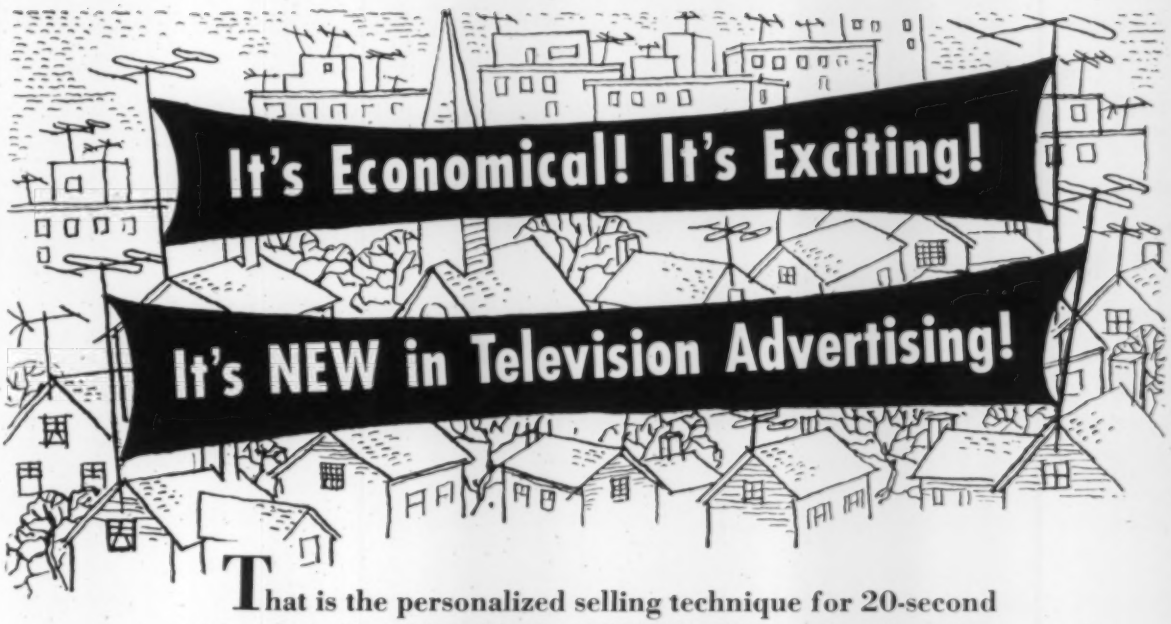
ADMIRAL Corp., Chicago, will drop *Lights Out* on NBC-TV, which it has sponsored for more than two years, "sometime" before March 24, when the contract expires. Advertising Manager Seymour Mintz last week notified the network it wants to cancel the show "as soon as possible." Although no specific reasons were given, it was understood the show has aroused negative comments among viewers.

The company has scheduled a heavy special events lineup for 1952. This includes a 25-minute news show on CBS which started yesterday (Sunday), national political convention coverage and election night results Nov. 4 on ABC-TV and 315 ABC stations, and exclusive coverage of the Golden Gloves Boxing Tournament on Mutual and DuMont. The All-Star Football Game Aug. 15 will be sponsored on Mutual and DuMont.

Immediate Delivery
IN STOCK AT ALLIED!

RCA-833A. Air-Cooled Power Triode—in stock for immediate delivery. RCA-833A, $49.50
RCA-4E27A. In stock for immediate delivery. RCA-4E27A, $35.75
Our prices and conditions of sale are identical to those of the manufacturer. Look to ALLIED for prompt delivery of *all* RCA Broadcast-type tubes. Let us save you time and trouble.

Refer to your ALLIED 212-page Buying Guide for station equipment and supplies. Get what you want when you want it! Ask to be put on our "Broadcast Bulletin" mailing list.
ALLIED RADIO
Broadcast Division
833 West Jackson Blvd., Chicago 7
Call: HAymarket 1-7019



That is the personalized selling technique for 20-second station-breaks which Station WNBQ, Chicago's television leader, developed for the industry, thus making the greatest advertising medium yet devised available to MORE advertisers.

No more costly films. No more slides! Here is program sponsorship privilege at station-break rates!

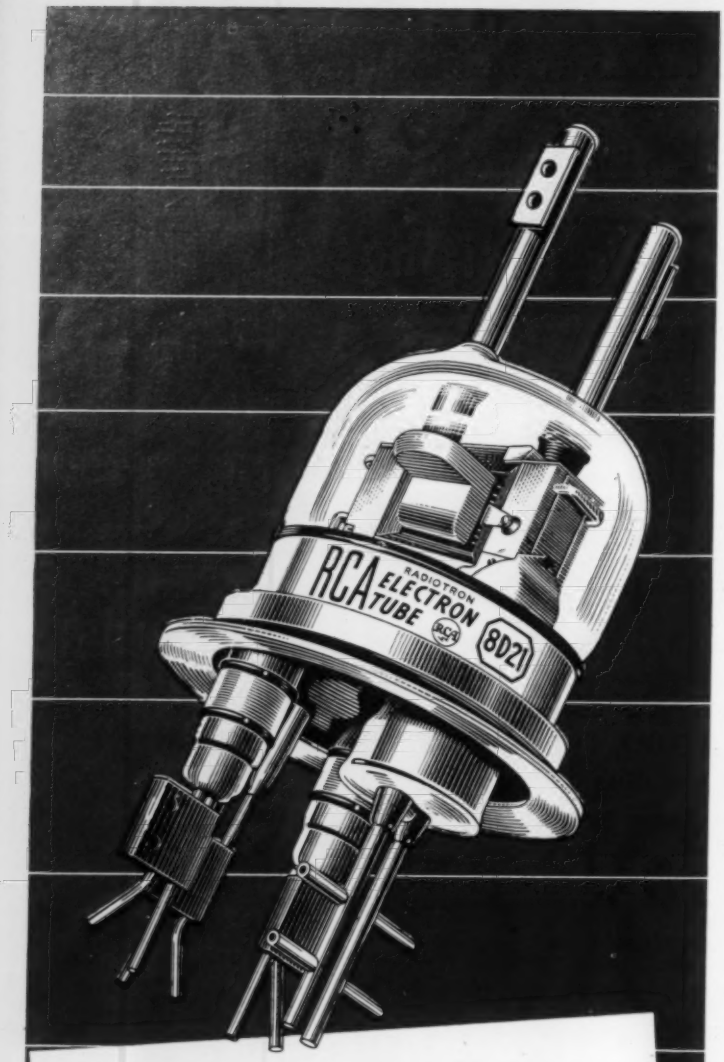
Because of this new service, a product now can be sold by an announcer appearing "on camera" while showing or demonstrating the object of his commercial message. All of the intimate visual selling effectiveness of television at less cost.

And it brings real scheduling flexibility to television for the first time!

Products and messages now can be changed from day to day—or even from hour to hour if desired—without waiting for films or slides or other heretofore necessary materials to be produced.

It all adds up to genuine television selling in a new area. Your WNBQ or NBC Spot salesman will be glad to tell you the complete story NOW.

NBC TELEVISION IN CHICAGO



The tube that "wears spectacles"

Electronic spectacles, so to speak—built right into the tube itself!

Using a unique arrangement of beam-forming electrodes, RCA engineers have combined in this tube advanced principles of electron optics and of cooling to make a push-pull power tetrode *that can handle inputs up to 10 kw in the VHF band.* The techniques used in the 8D21 made high-power television a practical reality!

Power tube development is just one phase of RCA's program to bring you new and better tubes for broadcast operations.

For deliveries in minimum time, call your local RCA Tube Distributor.

RCA **RADIO CORPORATION of AMERICA**

ELECTRON TUBES **HARRISON, N.J.**

Telestatus

(Continued from page 80)

Fry and Ingle were Sens. Herbert R. O'Conor (D-Md.) and John Butler (R-Md.) and Rep. Richard Bolling (D-Mo.) and Harold C. Ostertag (R-N. Y.). Question and answer session among students and educators followed the talks.

Sen. Ed. C. Johnson was scheduled to address the seminar dinner Friday night.

Seminar is sponsored by WAAM, American U., Johns Hopkins, Temple U. and the U. of North Carolina. Some 100 students and teachers attended.

* * *

Skelton Tops ARB January Listing

MOST popular TV program thoughout the nation last January was the *Red Skelton Show*, but Milton Berle's *Star Theatre* topped the list for number of homes reached, according to data compiled by American Research Bureau. Rating week was Jan. 7-13.

The Skelton program drew a 49.5 rating, jumping from third place in December. The Berle program came up with a 46.2 rating. In terms of homes reached, *Star Theatre* was seen on 7.2 million sets and Mr. Skelton on 7.15 million. Difference is listings lies in the fact that the Berle show is seen on 61 stations and Skelton on 54, ARB Director James W. Seiler pointed out.

Following are ARB ratings:

Rating	Network	Program
49.5	NBC	Red Skelton
47.2	CBS	Talent Scouts
46.2	NBC	Star Theatre (Georgie Price)
44.9	NBC	Show of Shows
44.0	CBS	I Love Lucy
40.5	CBS	My Friend Irma
40.3	CBS	Blue Ribbon Bouts
40.0	NBC	Comedy Hour (Abbott & Costello)
39.7	NBC	Cavalcade of Sports
38.0	NBC	Kraft TV Theatre

Program	Network	Homes (Add 000)
1. Star Theatre (Georgie Price)	NBC	7,200
2. Red Skelton	NBC	7,150
3. Show of Shows	NBC	6,700
4. I Love Lucy	CBS	6,500
5. Comedy Hour (Abbott & Costello)	NBC	6,080
6. Cavalcade of Sports	NBC	5,550
7. Fireside Theatre	NBC	5,520
8. Godfrey & Friends	CBS	5,500
9. Talent Scouts	CBS	5,500
10. You Bet Your Life	NBC	5,500

* * *

Rorabaugh Supplement On TV Ads Issued

"REPORT on Television Advertising" for the fourth quarter of 1951 has been released by N. C. Rorabaugh Co. of New York.

The report lists all of 5,162 local-retail advertisers active on 103 TV stations during the weeks of Oct. 7-13, Nov. 4-10 and Dec. 2-8. Accounts are listed in the report alphabetically and by individual TV markets.

Listings give the name of the advertiser, of the product or description of service, number of telecasts weekly per station and the time and type of telecast. Report is supplemental to the main Rorabaugh TV Report which covers television activities of national and regional advertisers on network and spot, the company explained.

* * *

Morning Shows Boost Daytime Share of TV

DAYTIME share of all television time is up to 47% since the addition of several early morning network programs, according to Multi-pulse TV program trends, released last week, based on the week of Jan. 2-8. Top ten television program types in the Multi-Market TelePulse:

	Avg. Rtg.
Boxing	22.1
Comedy-Variety	21.2
Westerns	18.3
Comedy Situation	17.2
Drama & Mysteries	16.1
Talent	15.6
Musical Variety	10.1
Basketball	10.0
Kid Shows	9.1
Wrestling	8.3

* * *

Shipment of Sets Is Under Estimate

TV SET shipments to dealers during 1951 reached 5,095,563—over 1.5 million short of the 1950 mark—Radio-Television Mfrs. Assn. reported last week in releasing a breakdown by states.

This figure falls short of the 5,384,798 TV sets previously estimated for industry production in 1951 because of the delay in distribution of receivers by manufacturers, RTMA pointed out.

During December, shipments reached 680,141 compared to 409,681 for the previous month. The December 1950 figure was 691,000.

Number of TV set shipments in 1951 by states:

State	Total	State	Total
Ala.	41,938	Nev.	123
Ariz.	12,561	N. H.	15,848
Ark.	8,681	N. J.	237,171
Calif.	437,172	N. M.	4,225
Col.	64	N. Y.	776,419
Conn.	122,815	N. C.	80,158
Del.	15,796	N. D.	43
D. C.	59,561	Ohio	475,043
Fla.	51,305	Okla.	45,717
Ga.	65,828	Ore.	40
Ida.	52	Pa.	540,489
Ill.	350,643	R. I.	38,241
Ind.	160,176	S. C.	18,349
Iowa	85,702	S. D.	922
Kans.	24,513	Tenn.	47,918
Ky.	61,284	Tex.	123,952
La.	27,715	Utah	22,673
Maine	5,019	Vt.	3,062
Md.	95,492	Va.	71,920
Mass.	231,755	Wash.	55,413
Mich.	281,515	W. Va.	30,331
Minn.	78,094	Wis.	86,614
Miss.	6,525	Wyo.	77
Mo.	151,188		
Mont.	123		
Neb.	45,301	TOTAL	5,095,563

Dann Promoted

MICHAEL DANN, coordinator of program package sales for NBC has been promoted to supervisor of special broadcasts for the NBC TV network, Frederic W. Wile Jr., vice president in charge of NBC TV production, announced Thursday.

PROJECTION TV

Seen in deForest Device

NEW IDEA believed to have possibilities for reviving the popularity of projection TV sets—as well as for theatre TV—was disclosed last week by Dr. Lee deForest.

Principle involved is the use of a small cathode ray tube, with the picture magnified and thrown on a large light-sensitive screen, the brightness of which can be controlled electronically.

Application for a patent on this system has been filed by Dr. deForest and Dr. William Rhodes, a Phoenix, Ariz., inventor.

Advantages of the new system were described as (1) low cost of small tube, (2) use of low-powered electrostatic focusing in tube in place of more expensive high voltage electromagnetic focusing, (3) sturdiness of smaller tube.

Brightness and contrast of the magnified picture were said to be controlled by varying the voltages across the light-sensitive screen. No details were given.

WEINBACH NAMED

To ABC-TV Post

MORT WEINBACH, business manager of ABC radio program department, was named last week as national director of television operations for ABC-TV, effective Feb. 15.

In his new capacity, Mr. Weinbach will report directly to Harold L. Morgan Jr., vice president of the ABC television program department and last person to hold the post of television operations director, which is being reactivated with Mr. Weinbach's assignment.

Prior to joining ABC in January 1951, Mr. Weinbach served primarily in legal capacities for the government, having been a member of the general counsel's offices with such Washington agencies as the Securities and Exchange Commission and the Civil Aeronautics Board. Subsequent to his government service, he was associated with the legal department of Music Corp. of America from 1945 to 1950, and then joined CBS as talent and program negotiator, a position he left in moving to ABC.

TV DEBUT of *America's Town Meeting* over coast-to-coast ABC-TV network Jan. 27 brings smiles to (l to r) Sen. Wayne Morse (R-Ore.), guest speaker; George V. Denny Jr., moderator, and Henry H. Reichhold, founder-board chairman of Reichhold Chemicals Inc., program sponsor.

JOINT TOWER USE

O'Fallon Suggests Plan

GENE O'FALLON, manager, KFEL-AM-FM Denver, has suggested to area TV applicants the advisability of all local TV stations locating their towers atop nearby Lookout Mountain.

KFEL, Mr. O'Fallon explained, is developing a TV transmitter site on Lookout Mountain, more than 2,000 feet above, and 13 miles west of Denver. Mr. O'Fallon says he hopes "all the Denver TV stations will see the wisdom of locating their transmitters in this area."

Advantages were listed by Mr. O'Fallon as:

- **Coverage of not only Denver, but the outlying rural area and smaller cities as distant in most directions as 75 miles;**
- **Lessened opposition from the Civil Aeronautic Administration from tall towers becoming aircraft navigational hazards;**
- **Utilization of a single tower for all antennas in a given community would be consistent with our military preparedness program;**
- **By having all transmitting antennas mounted on a single tower (or in a common location), home antenna installation would be simplified;**
- **Easy access over two year-around, paved, county-maintained highways;**
- **All utilities are available—water, abundant electric power and telephones;**
- **Living facilities available nearby, and,**
- **It would be a tourist attraction, resulting in good publicity and public relations.**

Mr. O'Fallon cited success of certain operating TV stations already operating from one central community transmitting point.

WAAM FELLOWSHIP

Set Up at Johns Hopkins

A FELLOWSHIP fund set up by WAAM (TV) Baltimore for post-graduate study at John Hopkins U. of a professional person engaged in television activity was announced last Friday by Dr. Detlev W. Bronk, president of the university.

WAAM-TV board of directors have pledged themselves to support the fellowship for the next five years. The fund is in addition to a $10,000 grant to the university announced earlier by WAAM-TV for the purpose of developing television activities at Johns Hopkins.

The newly-announced grant will be known as the WAAM Fellowship. It will offer nine months of study free from professional duties of the person selected. Any professional person engaged in the pursuits of television can apply. Dr. Bronk said no advanced degree will be awarded and no credits given and no requirements made except that the fellow must be "diligent in carrying out his individual pursuit of knowledge in a chosen field." Fellowship will carry a stipend of $4,500-$6,000 for the nine months period.

Applications may be obtained from the WAAM Fellowship Committee, The Johns Hopkins U., Baltimore 18.

HAROLD LLOYD SUES

NBC and KTTV Hollywood

NAMING NBC and KTTV (TV) Hollywood defendants and asking $300,000 for statutory and general damages, Harold Lloyd, former movie star, last week filed a suit in the Federal Court of Los Angeles charging copyright infringement through unauthorized telecasting of portions of his *Safety Last* motion picture, made in 1929. The two separate suits were filed by Harold Lloyd Corp.

NBC, through its owned and operated KNBH (TV), is being sued for $250,000 for allegedly telecasting eight minutes of the film in early February. Named also in suit is Film Classic Exchange from which KNBH reportedly rented the old movie for $20.

KTTV, charged with telecasting portions of the movie last June, is being sued for $50,000. Clip was reportedly telecast on a *You Asked for It* program packaged by Oxarart & Steffner Inc., Hollywood.

Film Copyright List

LIBRARY of Congress has issued a 1,256-page catalog listing more than 50,000 motion pictures registered in the Copyright Office from 1912 through 1939. Entitled *Motion Pictures, 1912-1939*, the catalog supplies information heretofore available only after prolonged research. The volume is for sale by the Copyright Office, Library of Congress, Washington 25, D. C., for $18 a copy.

TV SPOTS

8 SECONDS $50

20 SECONDS $80

ONE MINUTE $150

If your problem is how to get low-cost TV film spots (with audio) to fit your budget, we can solve it for you just as we're doing for hundreds of small budget advertisers through-out the country.

Our 35 years of producing top-quality film titles and messages for theatres and advertisers is your assurance of the best professional work. You'll save time and money if you get our prices first.

Filmack Studios

1331 So. Wabash Ave., Chicago 5, Illinois

WAVE-TV

***First* in KENTUCKY**

TV ADVERTISING IS 152.2% MORE EFFECTIVE THAN NEWSPAPERS, IN METROPOLITAN LOUISVILLE!

(According to scientific survey made by Dr. Raymond A. Kemper, Head of the Psychological Services Center, University of Louisville, in WAVE-TV area, June, 1951)

AND WAVE-TV CARRIES MORE ADVERTISING THAN LOUISVILLE'S 2ND STATION!

WAVE-TV

CHANNEL 5

NBC • ABC • DUMONT

LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.

Exclusive National Representatives

ANTENNAS

NPA Hears Needs for '52

SLOW public acceptance of antennas made from substitute materials has placed some manufacturers on an unequal competitive footing in the drive to meet 1952 TV industry demands, the National Production Authority was told last Tuesday.

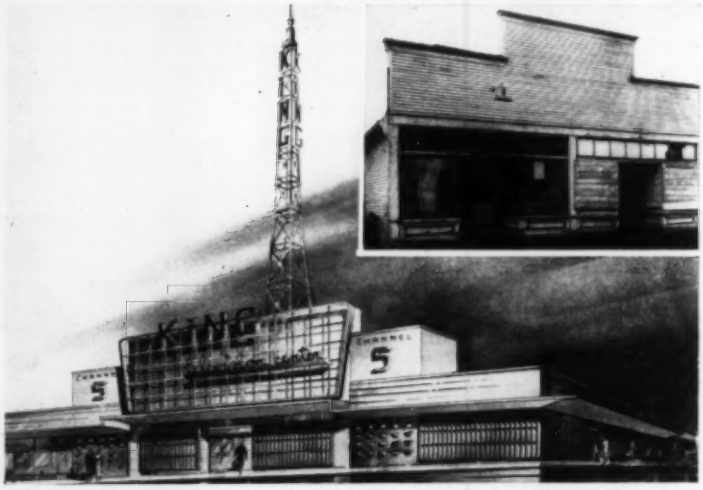
Total '52 demand for antennas is placed at between 8 and 11 million antennas, counting from six to eight million new units and at least another two million for replacement of antennas installed before 1952.

These estimates were placed before NPA by the Antenna Manufacturers Industry Advisory Committee which met with government allocation authorities last Tuesday.

The industry group told officials that a competitive disadvantage will continue unless NPA issues a conservation order imposing limitations upon industry. NPA held out no such prospect. Agency authorities noted present conservation progress and said that if TV dealers buy antennas made from substitute materials, the goal can be reached.

The demand for antennas is due partly to the growing popularity of television in fringe areas where reception requires the use of two to five bays for good images. Committee members noted a trend in such communities away from all-band antennas to bay antennas tuned to specific TV channels.

NPA authorities feel that at least three to four million TV receivers can be produced out of anticipated 1952 allotments—an estimate more conservative than the industry forecasts of the demand for new antenna.



PLANS for construction of a new television center have been announced by KING-AM-FM-TV Seattle. Work on the new structure pictured above will begin March 1 and will be ready for occupancy early next fall, providing KING-TV with modern studios and the latest technical equipment. Upper right: Picture of the original KING-TV studio building when it went on the air in 1948.

Radio-Television Mfrs. Assn. has been seeking assurance from NPA that sufficient controlled materials (aluminum and copper) will be allocated this year to meet expected video set output. Committee members said antenna production is three or four months behind set output.

NPA came up with a set of statistics showing that of all TV antenna production, 60% is built for outdoor installation, 30% for indoor use and the remaining 10% for incorporation within receiving sets. Production figures of the past two years were recited by J. A. Milling, chief of NPA's Electronics Products Div. and the Electronics Production Board.

The public has been slow to accept such functional substitutes as wood masts and cross bars, plastics, fibre glass rods and steel, NPA was advised. Thus, some manufacturers are at a disadvantage.

Industry was praised for showing ingenuity in finding alternatives for aluminum and copper and members were told that aluminum will remain scarce through 1952. Other possible conservation measures were discussed.

Agency authorities conceded that lifting of FCC's ban on new TV station construction would increase the antenna demand in new areas.

Industry advisory meeting was presided over by Leon Golder of NPA's Electronics Product Division, with Mr. Milling also attending.

There were echoes of the materials shortage on other fronts. Some firms have failed to file 1952 requirements for nickel and selenium, which threatens to hamper their allocations. Both materials are under allocations. Manufacturers of radio communications equipment, also faced with shortages, plan to meet with NPA this week.

LUTHERAN FILMS

$750,000 Series Approved

PLANS for a $750,000 television project of The Lutheran Church-Missouri Synod have been approved by the church's board of directors. Approval came after the board viewed two pilot films produced by Luthern Television Productions, the church's agency which will produce and distribute the program.

Twenty six programs of 30-minutes length will be filmed, using a family setting designed to portray "typical Christianity in an average American home," the church body announced last week. Series, called *This Is the Life*, has an executive producer Ian M. Smith, Beverly Hills, Calif., formerly in charge of institutional advertising for the Ford Motor Co. Additional personnel to staff the Lutheran agency will be obtained as a first step toward production and distribution.

IATSE DRIVE

Wants Insignia Shown

CONCENTRATED campaign has been started by IATSE Hollywood studio locals to require TV film and commercial movie production units to carry the IATSE insignia on the main title of all product.

Besides aiding in unionizing entire television field, purpose of move is to require hiring of IATSE members in out-of-the-country film production assignments which have increased during the past few years.

Herb Aller, business representative of International Photographers Local 659, has been made chairman of the label committee that is policing the various studios to make certain that crews used on all production are 100% IATSE.

As a further step, members of IATSE Lab. Technicians Local 683 who are employed in commercial process laboratories will be notified as to films failing to qualify for an IATSE label. IATSE projectionists throughout the country also will be kept advised through their international and local unions it was said.

Adds TV Award

RECOGNITION of television as a news medium has come from the Overseas Press Club, which announced that, for the first time, its annual awards this year will include one for "best consistent television presentation of foreign affairs." Television — hitherto lumped together with radio—"is now a full-fledged news medium and the time has come for the club to extend its accolades to it as a separate medium," John Barkham of *Coronet*, chairman of the club's awards committee, explained. One of seven honors the club will bestow at its annual dinner in April, the TV award will replace that for "best war reporting."

Washington Watches | *Kid Shows*

"A KID AND A DOG"

3:30 p.m.—Saturday

Dog expert Jack Hawley and sports announcer Steve Douglas present a half-hour program on canine care for dog-lovers young and old.

NOW AVAILABLE FOR SPONSORSHIP

Watch Washington

Among all cities of over 50,000 population, Washington ranks **seventh** in total retail sales, **sixth** in drug store sales, **eighth** in apparel, **tenth** in food store and **tenth** in eating and drinking place sales . . . and you know how much the kids can influence these purchases.

wnbw

Channel 4

NBC Television in Washington

Represented by NBC Spot Sales

HEARING RIGHTS

Gossett Gives Opinion

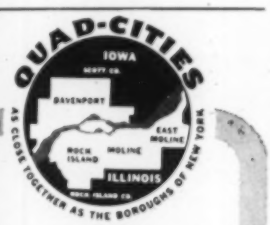
RIGHTS of the litigant are paramount to the rights of the public in telecasting Congressional committee hearings or criminal trials, according to William T. Gossett, vice president and general counsel of Ford Motor Co., Detroit.

"It is the right of the litigant to a public trial which makes trials public, not the right of the public at large to attend," he said. "This concept is firmly grounded in our law; to protect defendants against overt miscarriage of justice by the public presence, particularly that of their family and friends.

"In Congressional hearings ordinarily, the defendant is not informed in advance of the charges against him, he is unable to cross-examine witnesses against him, he is unable to compel witnesses to appear for him, and he is sometimes prohibited from testifying immediately in his own defense."

Mr. Gossett conceded Congressional probes into questions of broad public policy, such as the St. Lawrence Waterway or Economic Aid to Europe, could well be televised because it is unlikely that rights of individuals, as guaranteed in the Bill of Rights, would be impaired.

MORE than 500 TV sets will be donated by the Arthur Murray Foundation, N. Y., in the next few weeks to 99 voluntary and city hospitals in the New York area.



69th in Buying Power

among Sales Management's 162 Metropolitan County Areas

If you're planning a TV campaign to cover the first 100 markets according to Buying Power—then over 234,000 Quad-Citians are equipped in the pocket book to respond. With a parentage in communications over 100 years old, WHBF-TV is equipped by heritage and resources to be a leader in TV communication.

Les Johnson, V.P. and Manager

Quad-Cities' favorite

WHBF AM FM TV

TELCO BUILDING, ROCK ISLAND, ILLINOIS

Represented by Avery-Knodel, Inc

LACK OF TELEVISION

Citizens Protests to FCC, Congress

PROTESTS against the 40-month-old television freeze, which have filled two heavy volumes attached to FCC Docket 8736, on TV allocations, finally have been heard in the halls of Congress.

FCC has received more than 150 letters, telegrams and petitions protesting or asking about the freeze, but it was two advertisements in Kansas newspapers, addressed to Senators and Representatives, that brought about the Congressional concern. The ads rapped legislators for having "done nothing to provide television for your own state and the people you represent."

Last December full-page advertisements appeared in various Kansas newspapers, according to Sen. Andrew F. Schoeppel (R-Kan.).

The first, headlined "Kansas Gets the Brush - Off Again," claimed: "There has never been a logical explanation from Wayne Coy and members of the Federal Communications Commission as to why Kansas has been pushed aside in its efforts to have television. . . ."

The ad continued, "The FCC has managed its affairs in such a way that Kansans have been denied the rights which have been granted practically the entire nation."

The second ad alleged that members of FCC and Congress all had TV sets in Washington but didn't care what happened to TV in Kansas. It closed with the reminder, "Buy your television set now! It will cost you more in 1952." Both ads were signed by "Citizens of Wichita and Kansas" and otherwise unidentified.

The advertisements induced Sen. Schoeppel to question FCC Chairman Wayne Coy about the lack of Kansas television and last Monday the Senator read to Congress the Chairman's answer.

FCC's table of TV assignments must be considered on a nationwide basis to retain "an element of flexibility," Chairman Coy said. He outlined the interference problems leading to the freeze and brought the Senator up to date by repeating the speculation that the thaw would come "in the early part of this year."

Schoeppel's Belief

Sen. Schoeppel told the Senators he was sure the FCC is attempting to make a "very careful analysis" of a "technical situation" and criticized the newspaper ads' efforts to "place responsibility upon Members of Congress."

Chairman Coy's letter to Sen. Schoeppel was similar to most of the other letters that the Commission has written to people asking about the freeze. Sen. Schoeppel was not the first Congressman to write FCC, however. About a third of the letters in the FCC file are from Senators and Representatives.

In answering the letters, FCC was careful not to reveal when the freeze might thaw and when applications might be granted.

To persons who asked that the freeze be partially lifted in their immediate area, the Commission explained that the table of assignments must be considered on a nation-wide basis. It pointed out that crystalization of channel assignments prior to completion of the current proceedings would remove the element of flexibility needed by FCC in adopting assignment tables based on sound engineering principles.

Several petitions were submitted to the Commission, signed by a total of about 2,000 people. Two of the petitions, with more than 800 names on each, were from Albany, N. Y., and Salt Lake City, Utah. Both asked for an additional TV channel for their cities.

REVERSING the trend, WGN Chicago and Mutual are translating the DuMont-WGN-TV feature *Down You Go* into a radio format. Show is aired Sat. 6:30-6:55 p.m. CST.

FEATURE FILMS

WCBS-TV Leases More

WCBS-TV New York has exclusive lease on two groups of Hollywood-produced motion pictures for showing on video.

One package, leased to the CBS key station by Television Exploitation Inc., includes 10 films, some of which were initially financed by Chemical Bank and Trust Co., New York, but obtained directly from the Hollywood producers, according to a Television Exploitation spokesman. Video release of the properties was construed as recognition by banking authorities that television can be an added source of motion picture revenue.

The second package includes 26 Edward Small films. Appearing in the collective features are such film personalities as Robert Donat, John Payne, June Havoc, Madeleine Carroll, George Raft and Victor McLaglen.

Deal marks second time in a month that WCBS-TV has acquired newer feature films. The station acquired 16 Alexander Korda films plus one produced in the United States—10 of which had not been released to movie exhibitors—in a contract announced Dec. 24.

there isn't time to read them all

Let's not kid ourselves. No advertiser, account man or agency time buyer has the hours or physical stamina to read all the trade press.

In radio-TV they concentrate on one — BROADCASTING-TELECASTING. (We've a hat-full of statistics to prove it.) It doesn't take five, three or even two publications to woo the attention of the people who really count. One does it — BROADCASTING.

They may not read the others (and paid circulation figures show they don't).

but they always read

BROADCASTING & TELECASTING

film report

TELEVISION commercials, package video programs and industrial motion pictures will be the primary products of **Lalley and Love Inc.**, new motion picture firm founded in New York last week by **James A. Love** and **John B. Lalley**, president and secretary-treasurer, respectively.

In the motion picture field for more than 14 years, Mr. Love was production director for **Cineffects Productions**, chief film editor for Princeton Film Center, and with Warner Bros. studios for three years. Mr. Lalley has served as sales manager at Cineffects Productions, sales and publicity director at the Princeton Film Center and was associated for seven years with RCA. The Lalley-Love offices will be located at 3 East 57th St., New York 22.

* * *

Alta Loma Pictures Inc., Hollywood, formed by **Harold Nebenzal**, son of film producer Seymour Nebenzal, for production of TV films.

* * *

Long-term contract for exclusive TV film rights has been signed by **WGN-TV** Chicago and the **Chicago Zoological Park** in nearby Brookfield. Closeup action films will be shot on location, with WGN-TV integrating the segments into syndicated programs for release to other video stations throughout the country.

Two test films will be shot within a week, according to **Frank P. Schreiber**, manager and treasurer of WGN Inc. In December, the zoo housed 2,391 animals, mammals and reptiles in habitats similar to their natural ones. **J. E. Faraghan**, station program director, will handle production on the new series, working with **Robert Bean**, zoo director.

* * *

Name actors will not be used by **Este Productions Inc.** to head-up the TV film casts of "Orphan Annie" and "Gasoline Alley," which company will bring before television cameras on July 1. Instead, Este reported that it will expend "considerable cash in advertising and publicity, building up our own TV series stars as a means of selling our product to the public."

Veteran radio, TV and film writer **Erna Lazarus** has been signed to script the "Gasoline Alley" series. The company has appointed **National Film Distributors**, headed by **Bruce Eells**, as its national sales representative.

* * *

Radio and television stations, as well as printed media, museums and the American Motion Picture Industry, were invited last week to use the new Bureau of Information on Italian Films, establishment of which was announced in New York by **Italian Film Exports**, 1501 Broadway. The bureau will be supervised by **Dr. Leandro Forno**, Italian film publicist and journalist whose experience with Italian films ranges from production through distribution and exhibition.

* * *

Frank Wisbar Productions, Hollywood, TV film series, *Fireside Theatre*, seen on NBC-TV, received award of National Conference of Christians and Jews "for outstanding contributions during the past year to mutual understanding and respect among American religious, racial and national groups."

Production . . .

Voglin Corp., Hollywood, to produce TV version of *Mr. District Attorney*. Planned are nine half-hour films to be shot at Goldwyn Studios, Hollywood. Filmed series will be summer replacement for live version on ABC-TV New York, sponsored by **Bristol-Myers Co.** (Sal Hepatica), through **Young & Rubicam Inc.**, both New York. Second series, *Railroad Detective* [B•T, Feb. 4], production postponed until April.

* * *

Rene Williams, president **Williams Productions**, Hollywood, to produce feature film titled *Romance*, taken from one of his quarter-hour TV film series, *Invitation Playhouse*. Production planned for early summer at Goldwyn Studios.

* * *

Phillan TV Productions, Hollywood [B•T, Feb. 4], planning its first 13 half-hour TV film series, will base films on stories written by **Ernest Haycox**, Western author. Production on first two films, *Toll Bridge* and *Wild Jack Rett*, starts in late April. Company has acquired rights to more than 100 Haycox story properties. **Michael Phillips** produces. *Career for Cathy*, 13 half-hour TV film series starting in June, is family comedy with music. **Dan Hadzick** produces.

* * *

Falcon Films, Phoenix, newly formed to produce 13 half-hour TV film series, *Boothill Series*, to be distributed by **Snader Telescriptions Sales, Inc.**, Beverly Hills. Series dramatizes incidents concerning deaths of famous Western bad men. **Bill Burton**, manager KPHO-AM-TV Phoenix, is producer-director.

* * *

Flying A Pictures, Hollywood, started production of third series of 26 half-hour TV films for *The Gene Autry Show* and *The Ranger Rider* series. Newly acquired *Annie Oakley* TV film series being readied for production.

* * *

Adventures of Ozzie and Harriet on **ABC-Radio** will also go on film for **ABC-TV** this fall maintaining similar format. **The Nelsons**, including sons **David** and **Ricky**, signed 10-year contract with ABC in 1949 which provides for both radio and TV. **Ozzie Nelson** will supervise film production.

Sales . . .

Jerry Fairbanks Productions, Hollywood, to produce five new series of TV commercial film spots. Accounts include **General Cigar Co.**, New York (White Owl), through **Young & Rubicam Inc.**, New York; **R. J. Reynolds Co.**, Winston-Salem, N. C. (Camel Cigarettes), through **William Esty Co.**, New York; **Stephen F. Whitman & Son**, Philadelphia (Chocolates), through **Ward Wheelock Co.**, New York; **Lehn & Fink Products Corp.**, New York (Lysol), through **Lennen & Mitchell Inc.**, New York; **Simoniz Co., Chicago** (all products), through **Sullivan, Stauffer, Colwell & Bayles**, New York.

Fairbanks will also produce a half-hour TV film, *The McGurk Way*, for **Fruehauf Trailer Co.**, Detroit, dramatizing development of American transportation. **Leo S. Rosencrans** is writer.

* * *

Screen Gems Inc., Hollywood, subsidiary Columbia Pictures Corp., to produce half-hour TV film for **Studebaker Corp.**, South Bend Ind., dramatizing company's activities for its 100th anniversary. Agency: Hill & Knowlton Inc., New York.

Company will also produce half-hour TV film for **American Petroleum Institute**, New York

* * *

Five Star Productions, Hollywood, producing 13 TV film spots for **Durkee Famous Foods**, Cleveland (mayonnaise and margarine). Agency: **Leo Burnett Inc.**, Chicago.

* * *

For setting up new New York sales and service offices, **Jerry Fairbanks Inc.**, Hollywood, has leased entire 36th floor of Fred F. French Bldg., 551 Fifth Ave. New offices will concentrate on distribution and sales of company's TV film properties and industry-sponsored pictures. New staff to be announced soon, by **Ralph Cattell**, company vice president and general sales manager. **Robert Lawrence**, company vice president and eastern manager, continues in same capacity with headquarters at 418 W. 54th St., N. Y.

In Hollywood, the company renewed lease for additional sound stage space and office facilities at Rockett Studios, 6063 Sunset Blvd. Company also moved newly expanded sales and distribution divisions to 6000 Sunset Blvd., which already houses accounting, auditing and scenario departments.

* * *

Screen Gems, New York, subsidiary of Columbia Pictures Corp., established West Coast office at 1302 N. Gower St. for production of TV films and commercials.

* * *

McAlpin Productions, TV film division Cal-Pictures Inc., has moved to 4063 Radford Ave., North Hollywood.

Film People . . .

Sam Lake, most recently producer's representative for *Cisco Kid*, joins **Screen Gems Inc.**, New York producer, in new post of general business manager. Heading distribution, sales and production operations, Mr. Lake previously handled 35mm distribution of *Pattern for Survival*, atomic bomb film, and before that had been associated with Edward Small Productions, the Selznick organization, and Paramount Pictures.

* * *

Diana Lynn, film star and pianist to play title role in proposed TV film series based on life of Chaminade, French composer. Rights were acquired by **Wynn Rocamora**, Hollywood talent agent. Mr. Rocamora also plans TV film series starring **Dorothy Kirsten**, Metropolitan Opera star, plus situation-comedy package starring **Florence Bates** and **Ellen Corby**, stage and film actresses.

* * *

Vincent Price, stage and film star, signed by **William Kayden** and **Arnold Belgard**, film and TV writer, to star in half-hour TV film series, *Tales of Edgar Allan Poe*. Mr. Kayden will produce and Mr. Belgard will be writer-director.

INDUSTRIAL FILMS
TV SPOTS . . .
PROGRAMS
RKO PATHE, INC.
625 Madison Ave.
N.Y. 22, N.Y. • Plaza 9-3600

RANGERTONE
BEST FOR TV FILMS
USED BY
GENERAL PICTURES PRODUCTIONS
621 Sixth Avenue
Des Moines 9, Iowa
SYNC-SOUND
RANGERTONE
73 WINTHROP ST
NEWARK 4, N. J.

TV FILMS AND FEATURES

Specialty Television Films, Inc.
1501 BROADWAY
NEW YORK CITY
LU 2-4717—LO 4-5592
JULES B. WEILL, PRES.

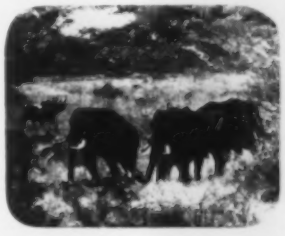
NEW TV FIRSTS . . . Hollywood features with well known stars are now available, CAGED FURY, FEAR IN THE NIGHT, SHAGGY, TAKE IT BIG, SWAMP FIRE, TORNADO, WRECKING CREW, WILDCAT, FOLLOW THAT WOMAN. Other available features are MAN IN BLACK, ROOM TO LET, WHAT THE BUTLER SAW, CONGORILLA, BORNEO, BABOONA, I MARRIED ADVENTURE.

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

TV DISC JOCKEY TOONS: Now it is possible for television stations to make use of radio's most profitable format: the record show! TV DISC JOCKEY TOONS are films that can be used with top current records of RCA VICTOR • DECCA • COLUMBIA • CAPITOL • MERCURY. A perfect library service for TV broadcasters everywhere!

Screen Gems, Inc.
729 SEVENTH AVENUE
NEW YORK 19, N. Y.
CIRCLE 5-5044
Write • Wire • Telephone
For Audition Prints

WORLD'S GREATEST MUSIC: A series of 13 symphonic films with a fidelity of sound track that is amazingly realistic. Features the best-known compositions of TSCHAIKOWSKY • BEETHOVEN • SCHUBERT • WAGNER • MENDELSSOHN • • GRIEG. See and hear these masterpieces filmed with rhythmic beauty. Priced to suit every TV station's film budget.



Explorers Pictures Corp.
1501 BROADWAY
NEW YORK CITY
Longacre 4-5592
JULES B. WEILL, PRES.

FOR YOUR TV VIEWERS
• THRILLS
• EXCITEMENT
• ADVENTURE

In 26-new jungle films "The Big Game Hunt" top rated and sponsored in all markets now playing.

Telecast Films, Inc.
112 W. 48th Street
New York 36, New York
JUdson 6-5480

A SERIES of 25 mystery and crime detection features, starring such names as Dean Jagger in "Revolt of the Zombies," Ginger Rogers in "Shriek in the Night," Melvyn Douglas in "Vampire Bat" plus other titles with Lyle Talbot, Donald Cook, Ralph Graves, Paul Lukas & Dorothy Stone.

Post Pictures Corp.
115 W. 45TH STREET
NEW YORK 19, N. Y.
Luxemburg 2-4870

BASHFUL BACHELOR . . . another of the 6 BIG FEATURES in our success-tested LUM 'N' ABNER series! 17 years of radio roars means your TV audience is all set for a frolic. Zazu Pitts supports this fun-and-romance film that goes from a phony accident to a genuine kidnapping situation to a horse race to a climax that hits the top of comedy thrills.

For more information please write direct to the distributors.

air-casters

COPP COLLINS, Hollywood public relations man, appointed by MBS West Coast representative for network's press and information department.

BILL BELANEY, production manager of WCOL Columbus, Ohio, promoted to program director.

MARISE CHASTAIN, KRRV Denison, Tex., to KTUL Tulsa, Okla., on the continuity staff.

RICHARD A. SCHLEGEL, assistant operations manager, WCAU-TV Philadelphia, promoted to operations manager.

ALEC GREEVES, KTOW Oklahoma City, to staff of WKY same city.

HAPPY ISON Jr., WPDX Clarksburg, W. Va., to WVOW Logan as hillbilly m.c. and disc jockey.

JOHN SULLIVAN, assistant radio production director, WBAP Fort Worth, Tex., named director of continuity for station's AM, FM and TV outlets.

JOHN GILLIES, WHFC Chicago, to WOAI-AM-TV San Antonio, Tex., as staff announcer, and **BARCLAY RUSSELL**, KABC San Antonio, to WOAI-TV in same capacity.

BOB McVAY, sportscaster-announcer at KFJI Klamath Falls, Ore., appointed promotion manager in addition to other duties.

BETTY ANN HUDSON, publicity department, Oxarart & Steffner Inc., Hollywood program packager, to KLAC Hollywood as executive secretary to **LARRY BUSKETT**, sales manager.

RUTH CRANE, WMAL Washington, selected by the Chesapeake & Potomac Telephone Companies of D. C., Virginia and Maryland to make transcriptions to be used country-wide urging young women to make a career of telephone work.

RALPH FAUCHER, WMRO Aurora, Ill., sports director, to WTAQ La Grange, Ill., as disc jockey and staff announcer.

BOB LEONARD, WLOG Logan, W. Va., to announcing staff of WEAV Plattsburg, N. Y. **JACK WILSON** named station's musical director.

BOB FALCON, WGMS Washington, appointed chief announcer replacing **RAY WILSON** who moves to WCFM (FM) same city as commercial manager.

PHILIP BOOTH, senior director, KECA-TV Hollywood, resigns to devote full time to several film packages he is developing.

HAROLD K. DEUTSCH, WINS New York, named sales promotion manager of the station.

HAZEL MARKEL, MBS and WWDC Washington woman's commentator, appointed to the Citizens Committee to welcome Her Majesty Juliana, Queen of the Netherlands, and Bernhard, Prince of the Netherlands, as guests of the U. S. Government when they arrive in Washington April 2.

JOSH BARRY, assistant sports director at WNOR Norfolk, Va., promoted to sports director.

STEVE SHEPARD, KWKH Shreveport, La., to WIBA Madison, Wis., as announcer.

JOE KLARKE, program director, WATH Athens, Ohio, called to active duty in the armed service and is to be inducted Feb. 20.

JIM BAKER, KLAC-TV Hollywood studio supervisor and director, to KGO-TV San Francisco as director.

VIOLET HEMING, WCFM (FM) Washington is appearing in "Dear Barbarians" at Royale Theatre, N. Y.

NORMAN LENHARDT, announcer at WXYZ and WWJ, both Detroit, to WJBK same city, in similar capacity.

BOB CRAWFORD, staff musician, WBAP Fort Worth, Tex., named station's assistant production director for radio.

Mr. Crawford

ED SIMMONS and **NORMAN LEAR**, writers of NBC radio - TV *Dean Martin and Jerry Lewis Show*, named gag writers of the year by National Assn. of Gag Writers.

CODY PFANSTIEHL, director of press information and audience promotion, WTOP Washington, to head publicity committee for the 1952 Advertising Club of Washington Jamboree to be held May 24.

EDGAR J. LEAMAN, TV consultant to board of directors of Screen Directors Guild, starts weekly UCLA extension course, "Survey and Workshop."

LYDA FLANDERS, chef on WTAG Worcester, Mass., *Modern Kitchen* program, elected to the National American Heart Assn.

LAMONT JOHNSON, Hollywood radio actor, assigned role in Universal-International film, "Sally and Saint Ann."

PEDE WORTH, KCBS San Francisco producer, will run for councilman in suburban Daly City.

RAY GILL, garden authority, presenting a series of 13 quarter-hour broadcasts on KEX Portland, Ore., and 16 other stations in Oregon, Washington, California and Idaho.

Mr. Gill

BILL WIRGES, former musical director for Al Jolson and Hildegarde, to DuMont Television Network, New York, in similar capacity on *Johnny Olsen's Show*.

AL HELFER, sportscaster, assigned to broadcast the *Game of the Day* baseball series on Mutual beginning March 8.

NINA BARA, actress on ABC-TV *Space Patrol*, officiates at Academy of TV Arts and Sciences awards banquet tonight as "Miss Emmy." **LUCILLE BALL**, star of CBS-TV *I Love Lucy*, is official hostess.

JAIME del VALLE, director CBS Radio *Line-Up* and *Johnny Dollar*, adds ABC radio *Richard Diamond*.

BILL MANNS announcer, WIP Philadelphia, father of a girl, Kari Kindred, and **DAN CURTIS**, station disc jockey, father of boy, Lawrence, his second son.

BOB WORTLEY, assistant music director at KTUL Tulsa, Okla., father of a girl, Jan. 15.

BAILEY GOSS, WMAR (TV) Baltimore, recuperating from an operation that will keep him away from studio for two weeks. **MATT THOMAS**, his assistant, replaces him on his daily show, *The National Review*.

FRANCIS W. SCOTT, assistant to the program operations manager at NBC-TV Chicago, and Eleanor Ruggio are to be married Feb. 23.

GUY BOWMAN, announcer, WJBK Detroit, father of a girl, Michelle Elizabeth.

AL VARE, announcer at WIRE Indianapolis, and Norma Jean Glockson were married Feb. 14.

News . . .

LOUIS CIOFFI, CBS Radio network night news editor, Washington, assigned to Tokyo-Korea area to relieve **JACK WALTERS** who returns to New York CBS Radio news staff. **STEPHEN W. CUSHING**, recently added to CBS Radio news staff in New York, assigned to Washington as news writer and broadcaster.

DICK LEONARD, news director at KMYR Denver, to KNBC San Francisco as assistant manager of news and special events replacing **JERRY GORDON**, transferred to NBC-TV's New York news staff.

BERT FRANK, news department of KDYL Salt Lake City, to NBC radio, Hollywood, in similar capacity.

TAX CLINICS

First Held at San Antonio

FIRST of a series of nationwide clinics covering application of new tax laws and Internal Revenue Bureau rulings to television stations was held Tuesday at the Plaza Hotel, San Antonio, under auspices of the all-industry Television Broadcasters Tax Committee. Second clinic will be held tomorrow (Tuesday) at the Mayflower Hotel, Washington, for eastern stations.

George B. Storer, president of the Fort Industry stations, announced he was resigning as committee chairman now that the clinics are underway. He said the committee's studies already have made possible substantial savings on 1950 tax returns. He recommended that the committee's work be carried on so further savings can be made, explaining the advantages of a united front in working out tax procedure and in contacting government officials and legislators. The relatively new television industry has been spared some of the tax hardships originally proposed, he said.

John Poole, counsel for the committee as well as Fort Industry tax counsel, reviewed tax problems involved in the relief amendment (Sec. 459d, Internal Revenue Code). He recalled the original Treasury belief that a tax formula for radio could be applied to television. Crux of the whole problem, he said, is interpretation of Section 5b.

Kenneth W. Hoehn, CBS chief tax attorney, discussed the relief amendment in detail, going into reconstruction of radio income and apportionment of assets. John Costelloe, RCA tax director, explained applications of Section 5b in adjustments.

C. Rudolph Peterson, of the Washington law firm of Lee, Toomey & Kent, covered Treasury regulations and filing of returns by television stations. Lovell H. Parker, legislative counsel for the all-industry committee, outlined prospects for further legislative relief.

Among others taking part in the clinic were: Thad Brown, NARTB Television Director; Thad Holt, WAFM-TV Birmingham, NARTB board member; George C. Beaury, Howard R. Branch, WOAI-TV San Antonio; G. E. Killian, WKY-TV Oklahoma City; C. F. Reinhardt, KFMB-TV San Diego; C. H. Cadenhead, C. V. Upton, KRLD-TV Dallas; Harold Pressley Jr., "Dallas News"; C. H. Draper, KPRC-TV, Houston; John C. Mullins, KPHO-TV Phoenix, Ariz.; William W. Wagner, WOC-TV Davenport, Ia.; G. S. Coffin, WBAP-TV Fort Worth; H. Quenton Cox, KGW Portland, Ore., NARTB board member; W. D. Rogers Jr., KEYL (TV) San Antonio; Robert Richter, RCA; Frank M. Russell, NBC-TV; Clair R. McCollough, WGAL-TV.

PROTECT YOURSELF, your STAFF, your CLIENTS

from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newscasts, Ad libs, Financial Comment, Mystery Plots, Gossipy Announcements, Man-on-the-street Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION — LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.

RCA INSTITUTES, INC.

One of the leading and oldest schools of Radio Technology in America, offers its trained Radio and Television technicians to the Broadcasting Industry.

Address inquiries to Placement Director
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 W. 4th St., New York 14, N. Y.

more help
for busy media buyers

Publishers and station operators show increasing awareness of media buyers' problems

You who use Standard Rate and CONSUMER MARKETS as tools of your trade are thoroughly familiar with the *standard listings* of media statistics and market data.

But do you realize the extent to which publishers and station operators supplement the *standardized* data with *additional media information*—in the form of Service-Ads?

They are realistically aware of your need for information about things that make each station or publication *different* from its contemporaries—information that you cannot expect to find in the standard listings.

They know, too, that you don't always have the time you need to call in all of the media under consideration to get answers to all the questions that arise in the course of selection.

So, last year, approximately 1,050 publications, radio and TV stations used space in SRDS publications. They supplemented the information in their listings in Standard Rate (or their markets' listings in CONSUMER MARKETS) with Service-Ads that reminded buyers of the important *differences* about their media values that they've been registering through their promotion and their representatives' contacts. Thus they keep *wanted* information instantly available—on the spot—to help the busy media buyer buy.

In the course of your daily use of SRDS monthly publications and CONSUMER MARKETS don't forget—in Service-Ads like these there is *more* good help for busy media buyers.

s r d s

STANDARD RATE & DATA SERVICE, INC.

Walter E. Botthof, Publisher

the national authority serving the media-buying function

1740 RIDGE AVENUE • EVANSTON, ILLINOIS

SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES

publishers of **consumer magazine** rates and data • **business publication** rates and data • **national network** radio and television service • **radio** rates and data • **television** rates and data • **newspaper** rates and data • **transportation advertising** rates and data • **A.B.C. weekly newspaper** rates and data • **consumer markets,** serving the market-media selection function

NOTE: To Station Managers

Service-Ads have become such a valuable part of SRDS publications that we want all advertising executives to know more about them. That's the story behind the advertisement reproduced here; appearing currently in *Advertising Agency* and *Printers' Ink*.

The information found in the SRDS monthly books and CONSUMER MARKETS is often the LAST WORD about your station and your market . . . the *last word* seen by agency men when they're under pressure; building a list or defending a list.

To help you make it the *last word* in effectiveness, SRDS has interviewed research and media men, account executives, time buyers, advertising managers. An analysis of their viewpoints, practices and needs is available in the "Spot Radio Promotion Handbook" (at cost: $1.00). Then, to help you convert these viewpoints into Service-Ads that will really "sell by helping buyers buy," we have condensed this information into another handy booklet, *"Copy Organizer for Service-Ads in Radio Rates & Data."* Available at cost, $1.00.

Walter E. Botthof

WALTER E. BOTTHOF, *Publisher*

J. B. OGDEN, field sales manager for RCA Service Co., Camden, N. J., named field sales representative for the RCA air conditioners in the Central and West Central regions headquartered in Chicago.

RAYMOND W. SAXON appointed general sales manager of Home Instrument Dept., RCA Victor, Camden, N. J., succeeding **ALLAN B. MILLS** who becomes manager of merchandising division of the department.

Mr. Saxon

MALLARD TELEVISION Inc., film buying service for TV stations, opens new offices at 120 Wall St., N. Y.

ROBERT E. CHAFFEE, CBS San Francisco salesman, and **JOHN R. MAYER**, Foote, Cone & Belding, same city, form Chaffee Testing Service, new firm to test popularity and effectiveness of radio and TV commercials. Offices are located at 68 Post St., San Francisco.

MATTHEW D. BURNS appointed general manager of Sylvania Electric Products Inc., N. Y.

RICHARD CARLTON, assistant advertising director of National Screen Service, N. Y., to Sterling Television Co., same city, to organize and develope film library which will become the company's stock shot division.

CAPPER PUBLICATIONS Inc. has opened new Cleveland offices at 609 Union Commerce Bldg.

S. D. CONLEY named merchandise manager of air conditioner department, RCA, Camden, N. J.

Mr. John Horvath
William Esty and Co.
New York City

Dear Johnny:

How'd yuh like ter advertize in a market whur wages is arunnin' six an' a half milyuns a quarter ahead of las' year? Or whur eight thousand more peepul is a workin' then at this time a year ago? Or whur peepul is abuyin' so danged many thin's thet sales tax collections is runnin' two milyun dollars ahead uv las' year? Well, Johnny, look no futher! Th' howetown uv WCHS gives yuh all these here thin's an' more too! Hit's th' durndest market a feller ever seen! Jest th' kinda place y'orta be spendin' lotsa advertizin' dollars in! An' 'member, Johnny, Yuh gits more listeners in Charleston an' vacinity on WCHS then effen yuh bought all th' other four stations in town put tergether!

Yrs.

Algy

WCHS
Charleston, W. Va.

allied arts

INSTRUMENT DIVISION, Allen B. DuMont Labs, announces the following promotions to new posts within the division effective immediately: **DR. P. S. CHRISTALDI**, engineering manager, named assistant division manager; **G. ROBERT MEZGER**, technical sales manager, named engineering manager to succeed Dr. Christaldi, with **EMIL G. NICHOLS**, assistant technical sales manager, to be technical sales manager; **MELVIN B. KLINE**, head of special projects section of instrument engineering dept., and **WILLIAM G. FOCKLER**, head of development section of same department, both named assistant engineering managers.

SCOTT RADIO Labs., Chicago, elected to membership in the Brand Names Foundation, N. Y.

JOHN H. HARLEY, electrical design engineer at El Segundo, Calif., division of Douglas Aircraft Co., to application engineering laboratories of Sprague Electric Co., Culver City, Calif.

DON BRIESE, account executive, Edwards Adv., L. A., to Gabriel Moulin Studios, San Francisco photography studio, as assistant motion picture director in new TV department.

Mr. Briese

GEORGE A. NETHERCUT appointed advertising manager of Monsanto Chemical Co.'s Western Div., St. Louis.

PAUL DEFUR, radio TV producer, J. Walter Thompson Co's Ford account, to Transfilm Inc., N. Y. (commercial film producer), as manager of TV sales.

CHARLES H. WIRTH, sales engineer for Rangertone Inc. (tape recording equipment), to Audio & Video Products Corp., N. Y., as engineering representative.

COVINGTON DISTRIBUTING Corp., Houston, Tex., appointed the Admiral distributor in that city in charge of handling sales and service for complete line of Admiral products.

ALEXANDER G. EVANS named assistant national sales manager for Receiver Sales Division, Allen B. DuMont Labs.

In Public Interest

ON THEORY that Whittaker Chambers' series running in *Saturday Evening Post* is of tremendous importance, WCCC Hartford, Conn., ran several free announcements daily calling public attention to it. Paul Martin, WCCC manager, said free spots were carried because "of our declared pledge to operate a radio station in the public interest, convenience and necessity." He added the magazine had made no request of any kind for the announcements.

SANFORD M. CORDY appointed general manager of New York distributing branch of Majestic radio and TV division of Wilcox-Gay Corp.

ROBERT K. DAKER, March of Time Forum Films, N. Y. to Seminar Films, same city, as executive vice president.

Mr. Daker

EDWARD C. COTTER named midwest manager of Storecast Corp. of America replacing **B. KENDALL PITKIN**, vice president in charge of merchandising.

LESLIE E. WOODS, director of industrial relations for Raytheon Mfg. Co., Waltham, Mass., appointed a member of the New England Regional Labor-Management Committee for Defense Manpower.

Equipment . . .

AMERICAN TELEVISION, Chicago (set manufacturing firm), introduces new "telemagic eye" which will control automatically the contrast and light levels on the screen in proportion to the amount of light in the room. Device is included in all 21 inch sets.

TELECHROME Inc., Amityville, L. I., announces availability of new universal color picture generator. Instrument uses flying spot principle and is obtainable as a video signal source for all color TV systems. Company also announces development of super fine-line television picture scanner which produces pictures with clarity exceeding that obtainable on 16 mm film, according to company officials.

RCA TUBE Div., Camden, N. J., announces new 7 inch direct view kinescope designed for monitor service in conjunction with theatre and industrial television as well as portable telecasting equipment. Kinescope, termed RCA-7TP4, provides a 5⅜ x 4 inch picture.

NAT C. GOLDSTONE PRODUCTIONS Inc. (program packager), Beverly Hills, Calif., announces production of monitor for use in combined live and filmed audience participation TV programs. Device measures time allotted to live portion of the program.

RCA, Camden, N. J., announces all purpose, all electronic voltmeter, WV-87A Master Volt-Ohmyst, designed to provide radio service dealers, TV receiver manufacturers and industrial labs. with a test and measurement instrument capable of performing electronic tests.

Technical . . .

WALLY SCHWENTSER appointed assistant chief engineer at KMTV (TV) Omaha. **FRANK BUKACEK, JIM ASHER, MILTON KROGSTAD** and **JOE PALANDRI** added to the station's engineering staff.

VERN WILEMAN named chief engineer at CKNW New Westminster, B. C., replacing **BILL COLLINS** who is away from the station because of illness. Mr. Wileman will be replaced by **HAL McINNES**.

PAUL McCASLIN, engineer at KTUL Tulsa Okla., to KFPW Fort Smith as chief engineer.

WHOL SALES UP

No TV Affect, Diehm Says

PROOF that "TV penetration" is a misnomer is claimed by Vic Diehm, vice president and sales consultant of WHOL Allentown, Pa., who reports that the CBS affiliate showed a 35% increase in gross sales in 1951 as compared with 1950. Allentown, he said, is 50 miles from Philadelphia and 75 miles from New York—getting TV service from both markets. In addition, the 250 w outlet competes with three regionals and an FM station in the immediate market and a daytimer in nearby Bethlehem, he noted.

Mr. Diehm attributed the 1951 sales record to local programming and public service under the immediate direction of James F. Chambers, station manager. Mr. Diehm, who owns and operates WAZL Hazleton, was elected a director and vice president of WHOL in December 1949.

'Danny Wilson' Winner

TED STANFORD, 26-year-old former Navy radio man, was declared winner last week of nationwide contest to find a potential male singing star. Search was conducted through disc jockeys throughout the United States in cooperation with Universal-International Pictures. Mr. Stanford won the local contest, conducted by Charles Clary on *Spinners' Sanctum* of KRLD Dallas. As sponsor of the national winner, Mr. Clary will accompany his discovery to Los Angeles, where Mr. Stanford—under the professional name of Danny Wilson—will appear on the Frank Sinatra TV program tomorrow (Tuesday).

MORE than 200 participations and spot announcements on regular weekly schedule basis were sold on KNBH (TV) Hollywood, during first week of February, according to Don Norman, sales manager. Accounts include General Foods Corp., Philip Morris Co., Procter & Gamble Co. and Safeway Stores Inc.

GREENVILLE is
SOUTH CAROLINA'S LARGEST METROPOLITAN AREA . . .

In GASOLINE SALES

Greenville	**42,572,781**
Columbia	**31,404,179**
Charleston	**27,837,066**

S. C. State Treasurer Figures in gallons for Year ending June 30, 1951.

MAKE IT YOURS WITH
WFBC 5000 WATTS
The News-Piedmont Station, Greenville, S. C.

NBC affiliate for the Greenville-Anderson-Spartanburg Markets
Represented by Avery-Knodel

YOU CAN GET REPRINTS OF THIS ADVERTISEMENT, AT NO COST, BY WRITING TO THIS MAGAZINE

How "big" should government be?

Lincoln was President at a time when the federal government had to take away from its citizens more rights and responsibilities than ever before.

But he didn't like it. He believed, with the writers of the Constitution and the Declaration, that our government should protect people's independence, not push people around.

"In all that the people can individually do as well for themselves, government ought not to interfere," Lincoln once said.

Lincoln never let Americans forget that. He kept reminding the nation that the government's vast wartime powers must be only temporary.

He made powerful enemies. For there are always those who want to see government run things—and run people—permanently.

We have them today. They think up all kinds of reasons why the federal government should take over this or that business, industry or service. They never say they want socialism. Maybe they don't even realize it. But that's actually what they propose.

Most Americans don't want socialism any more than you do. The job is to recognize it—and halt it—no matter what disguise it wears.

The people who plan and work for a socialistic U. S. A. know that permanent control of a few key industries and services will give government the power to take over just about everything. One of the key industries that they're trying to take over is electric light and power. That's why this warning is brought to you by America's *business*-managed, tax-paying Electric Light and Power Companies.*

*Names on request from this magazine

Electric power is the key to U. S. production strength. We need more and more of it to produce more steel, aluminum and other materials, and to make them into more planes, ships, tanks and guns.

America's electric light and power companies have planned ahead to have enough electricity ready on time to meet foreseeable demands.

They'll *have* it ready . . . *if* their suppliers can get the steel and other materials they need to finish the new power plants, lines and equipment they've started.

• "MEET CORLISS ARCHER"—CBS—Sundays, 9 P.M., Eastern Time.
• Look for "THE ELECTRIC THEATRE" on Television.

NEWS SESSION

75 Radio-TV Newsmen At Minn. U.

SELECTION of KYSM Mankato, Minn., as winner of an award for excellence in community service by a radio newsroom was one of the highlights of the Sixth Annual Radio News Short Course held at the U. of Minnesota's School of Journalism Feb. 8-9.

Some 75 radio and TV newsmen from Minnesota, the Dakotas, Iowa and Wisconsin attended the two-day sessions, with discussions centering on television news, controversial subjects, aggressive reporting and problems arising from broadcast coverage of court and legislative proceedings.

Friendliness and support for TV news were emphasized during the discussions. Radio newsmen were implored not to make the same mistake with regard to television as newspapers did on radio's news coverage in the mid-30's.

The trophy for excellence in community service was given to KYSM by the Northwest Radio News Assn. for its round-the-clock coverage of the 1951 flood disaster and other achievements.

Second and third place awards were made to KROX Crookston, Minn., for a daily half-hour of news broadcast by weekly news editors in its area, and to KNUJ New Ulm, Minn., for a series of notable special events programs.

Julian Hoshal, KSTP-AM-TV Minneapolis-St. Paul news editor, was elected NRNA president for 1952, succeeding Glenn Flint, WDAY Fargo, N. D., as retiring head. Dick Anthony, KDAL Duluth, Minn., was named vice president, and Allen Febes, WCCO Minneapolis, secretary - treasurer. Michael Griffin, WBAY Green Bay, Wis., and Jack Swenson, KFYR Bismarck, N. D. were elected directors.

General TV news session was led by Charles McCuen WTCN-AM-TV Minneapolis. He told newsmen that "to write TV news off as being only a feature medium is to show abysmal ignorance of what it has already achieved, and what it can do." Mr. Hoshal asked newsmen not to "laugh off" TV news.

Judge Victor H. Johnson, head of a Minnesota Bar Assn. committee, urged radio and press reports to impose self-discipline in reporting court news. His committee, he said seeks no censorship or legislative restraints. Problems of telecasting legislative hearings and laws of privacy were outlined by Prof. Monrad Paulsen, U. of Minnesota law school.

Improved Rating

Emphasis on need of radio for better reporting was broached by Michael Griffin of WBAY and Willam Steven, assistant executive editor, Minneapolis *Star & Tribune*. View that more aggressive newsgathering by radio-TV would aid newspapers in opening up closed news avenues also was offered.

Vigorous discussion of improving local and regional news service was weighed by Earl Henton of WEBC Duluth, Orrin Melton of KSOO Sioux Falls, S. D. and Art Smith of WNAX Yankton-Sioux City. News roundup programs and tailoring of news for different audiences were debated.

Attending news course were:

Amick, Bob, KYSM Mankato; Anderson, James V. WCAL Northfield; Anthony, Dick KDAL Duluth; Arnott, Bob, KNUJ New Ulm; Bailey, James, WMNE Menominie, Wis.; Bedsaul, Clare KUSD Vermillion, S. D.; Bormann, Jam WCCO Minneapolis; Brant, Ed UP Minneapolis; Brune, Rev; UP Minneapolis; Casey, Ralph D. School of Journalism; Charnley, Mitchell V. School of Journalism; Cheverton, Dick WMT Cedar Rapids, Iowa; Cohen, Jerry WDGY Minneapolis; Dibben, Darrell KUSD Vermillion, S. D.; Donaldson, Frank KSTP Twin Cities; Dunn, Jack WDAY Fargo, N. D.; Eaton, Arthur, WPBC Minneapolis; Engebretson, John D. WCAL Northfield; Erin, William KLER Rochester; Flint, Glenn WDAY Fargo, N. D.; Fobes, Allen WCCO Minneapolis.

George, Abner KOTA Rapid City, S. D.; Gereau, Rick KUSD Vermillion, S. D.; Germ, Bud KBZY Grand Rapids; Gill, Jerry AP, Omaha; Gorham, Jeff KILO Grand Forks, N. D.; Greenwood, Dorothy KUOM Minneapolis; Haacke, Lauren KDIX Dickinson, N. D.; Hagerty, Jack UP, Bismarck, N. D.; Hardman, Ben WCCO Mineapolis; Haskins, Jack School of Journalism; Heffron, Norman KOTA Rapid City, S. D.; Henderson, Brooks KSTP Twin Cities; Henry, Al WEAU Eau Claire, Wis.; Henton, Earl WEBC Duluth; Hoshal, Julian KSTP Twin Cities; Ingram, Bill KSTP Twin Cities; Jensen, William P. School of Journalism; Kaplan, Howard AP, Minneapolis; Knutson, Ken KLPM Minot, N. D.; Langland, Stanley WTCN Minneapolis; Leslie, John WDGY Minneapolis.

McCuen, Charles, WTCN Minneapolis; McGivern, William KSTP Twin Cities; McGovern, James, WDGY Minneapolis; Mickley, Doug WMNE Menominie, Wis.; Miller, Roger KUSD Vermillion, S. D.; Miller, Sandy National Association of Manufacturers, Minneapolis; Monroe, Ken KIJV, Huron, S. D.; Morgan, Howard AP, Minneapolis; Moses, George AP, Minneapolis; Padilla, Don WTCN Minneapolis; Paulsen, Monrad G. Law School, U. of Minnesota; Paynter, Loren WREX Duluth; Prosser, Marie KATE Albert Lea; Ranheim, Jim WCAL Northfield; Rian, Cliff, WTCN Minneapolis; Riley, Rikk KILO Grand Forks, N. D.

Robbins, Francis KDHL Faribault; Sarjeant, Charles WCCO Minneapolis; Schroder, Norman WDAY Fargo, N. D.; Schwartz, Jim WOI Ames, Iowa; Seehafer, Gene School of Journalism; Severson, Richard KDIX Dickinson, N. D.; Shelley, Jack WHO Des Moines, Iowa; Simon, Mayo Fund for Adult Education, WOI Ames, Iowa; Smith, Art, WNAX Sioux City, Iowa; Steensland, Tom KAUS Austin; Steeves, Edmund UP, Chicago; Stougaard, Ray KSUM Fairmont; Swenson, Jack KFYR Bismarck, N. D.; Taylor, Gene KOTA Rapid City, S. D.; Thornton, Cal UP, Minneapolis; Tweet, Roald D. WCAL Northfield; Van Dyke, Russ KRTN Des Moines.

What a Buy!

N
A B C
C

PROGRAMS

For "Minutes" & Chain Breaks

IN

YOUNGSTOWN, O.

5000

WATTS

Serving America's 34th Market

WFMJ

REPRESENTATIVES

Headley-Reed Co.

Media Tribute

TRIBUTE to the broadcast media has been paid by H. J. Heinz II, national chairman, United Red Feather Campaigns of America. Said Mr. Heinz, "In behalf of the nation's 1,500 Community Chests and the United Defense Fund I want to express appreciation to the network and the local radio and TV stations of the country who helped make a success of the Red Feather Campaign last fall. The support given by broadcasters, independent producers, writers, actors, engineers, musicians and others in the radio and TV industry as well as the sponsors and their advertising agencies helped make possible the record total of approximately $250 million raised for the 15,000 Red Feather health and welfare services."

INDUSTRIAL LEADERS

Henle to Interview Five

RAY HENLE, editor - in - chief, *Three-Star Extra*, will interview five of the nation's leading industrialists over NBC radio this week. Guest today (Monday) will be Benjamin F. Fairless, president, U. S. Steel Corp.

Other special guests, to be interviewed on successive nights, are Philip D. Reed, board chairman, General Electric Co.; Crawford H. Greenewalt, president, duPont & Co.; Milton Fairman, of The Borden Co., and past president of the Public Relations Society of America, and H. E. Humphreys Jr., president, U. S. Rubber Co. Mr. Henle believes that never before has anyone brought in such quick succession such a group of top-flight industrial leaders to the microphone.

LEE HART NAMED

Joins Standard Radio

LEE HART, former retail sales and advertising specialist for BAB, has been appointed sales and advertising consultant for Standard Radio Transcription Services Inc., it was announced last week by Gus Hagenah and Lewis TeeGarden, managing directors of Standard.

Miss Hart

Miss Hart resigned last month from BAB after an eight year association with that organization and its predecessor, Broadcast Advertising Dept. of NAB [B•T, Jan. 21]. She was responsible for many of BAB's plans for retailers, conducting the famed Joske's study and the recent report on radio's effectiveness, "Count Your Customers."

In her new post, Miss Hart will be in charge of the firm's new Sponsored-Tailored Copy Format Service. Standard explains the service is to be the "radio equivalent of a newspaper mat service and is one part of a four-way plan designed to help subscribers sell Sponsored-Tailored programs and advertising campaigns that are productive for the advertisers."

Content Returns

EDWARD J. CONTENT, acoustical and radio engineering consultant, returned to the United States last week after serving as senior engineer on broadcasting installations for the Arabian government at Jeddah and Mecca. Currently under contract to International Standard Electric Corp., Mr. Content was assistant chief engineer for WOR New York prior to establishing his own consultation business in 1946. He planned acoustics for the UN buildings at Lake Success and Flushing, N. Y., including basic designs for broadcasting and TV sound pick-up systems.

"MAGIC NUMBERS"

The new Quiz Program-Game with *mystery* and *suspense*!

Nothing to print!

Easy to produce! Exclusive rights! $300 in fine prizes—$50 a month!

Ray & Berger

"Best in the West!"

1471 N. Tamarind Avenue
Hollywood 28, California
HUdson 24202

programs promotion premiums

TENTH anniversary issue of the KVOO Tulsa, Okla., farm department magazine has been issued to all people concerned with farm broadcasting. Magazine contains a history of the station's interest in farm activities and of its farm project programs in addition to a seller's guide map of the things a KVOO audience buys in relation to the area the station influences.

ON-THE-SPOT REPORTS

SPECIAL events director of WJPS Evansville, Ind., Verne Paule, has been assigned by the station to trace a shipment of blood to Korea from its donation point in Evansville, in an effort to make townspeople more conscious of the need for building the nation's blood bank. Trip began Feb. 4 when Mr. Paule interviewed the donor, Mrs. Leslie Sutherland. Reports will be made by Mr. Paule on each important happening on the journey and broadcast every day on station news programs.

AUDIO MUSIC LESSONS

SECOND term home study course in symphonic music conducted by Brooklyn College and aired by WQXR New York, began Feb. 15 and will run through May 9 every Friday evening. Students in the radio audience are required to listen to 13 broadcasts and complete five written assignments. Encouraging response to the first term from listeners in 15 states prompted the program's continuation.

TV EXHIBIT

LATEST in TV equipment will be exhibited by WHEN (TV) Syracuse at the 1952 Automobile show in that city from Feb. 19 through 23d. "See Your Self on Television" demonstration will be a highlight of the exhibit.

WGAR BOOKLET

NEW OVERALL station presentation has been prepared by WGAR Cleveland. The 25-page booklet now being distributed to agencies and advertisers contains data on the market, general station information and result stories on available programs.

TAXES SIMPLIFIED

PHILADELPHIANS will find radio at their disposal for the fourth consecutive year now that it's time to file income tax forms again. WFIL of that city, will present a series of three broadcasts, dealing with the complex procedure titled *Your Income Tax*. The program, produced in cooperation with the Philadelphia Chapter of the National Assn. of Cost Accountants, will be aired on consecutive Thursdays beginning Feb. 28.

COFFEE CLATCH

WASHINGTON, D. C., residents, whose extra 40 winks each morning deprive them of breakfast at home, have a solution to their of where-shall-we-go-for-coffee? problem. Mike Hunicutt, WOL morning man, opens studio doors to everyone for free doughnuts and coffee each day from 6 to 9:30 a.m. Guests may drop in for java, listen to Mike's piano playing and chat with him in between commercials. Wilkins Co. supplies the coffee and the doughnuts are with compliments of Miller's Jewelers Exchange, Washington.

THOROUGH COVERAGE

MARKET data and merchandising coverage analyzed in a recent brochure provide a selling point for the Intermountain Network with headquarters in Salt Lake City, Utah. The network, represented by stations in eight states, is the second largest regional in the U. S., according to network officials, and covers the intermountain area from border to border.

RADIO DRAMA

FORMATION of a drama department has been announced at CFAC Calgary, Alberta, to further develop Canadian talent. Clarence Mack, station announcer, will direct the new group which will produce a half hour show each week. Canadian radio writers are supplying the scripts for the radio dramas.

REGISTRATION REMINDER

QUARTER-HOUR programs are being dedicated to civic minded citizens by WHIM Providence in their campaign to get Rhode Island residents out to register for the coming elections. Several phone calls are made each day to people picked at random. Those who have registered are mentioned by the station on the air and those who have not are reminded that the campaign's not far away. Between now and registration deadline, WHIM hopes to complete 1,000 such calls.

BUSINESS IS FINE

MUSIC business has doubled in four months time for Henning J. Hansen, owner of The Joplin Piano Co., Joplin, Mo., and the super salesman has been radio. On Oct. 15, he signed KFSB Joplin and Sam Babcock, station disc jockey, to do a show from his music store five days a week. Studio for the production has been the store's front window which has proven an effective way of attracting customers.

OWL'S BEST BUY

MAILING piece showing that night owling pays off has been issued by WBAL Baltimore promoting *Key to the Missing*, show scheduled daily from 1:30-4:45 a.m. featuring Archdale Jones, tracer of missing persons. Copy is supplemented with cartoon illustrations explaining how the program operates, the audience it reaches, and a price list on available time for prospective advertisers.

DANCE FESTIVAL

SQUARE DANCE festival backed by WNAX Yankton-Sioux City, Iowa, fortnight ago drew 3,600 midwesterners to the Sioux City Municipal Auditorium, some from 200 miles away. Santa Fe Trailers, WNAX broadcast group, put 1,100 costumed dancers through their paces for spectators to watch. Comments were favorable enough to encourage the station to make the festival a semi-annual affair.

SUCCESSFUL SHOWING

RADIO and the automobile industry got together in Louisville, Ky., fortnight ago when WHAS-AM-TV there combined with Greater Louisville Ford Dealers to put on a three-hour show at Jefferson County Armory. Western and hillbilly music was featured on the program and Ford unveiled its new cars to an approximate crowd of 8,200.

SELF PROMOTION

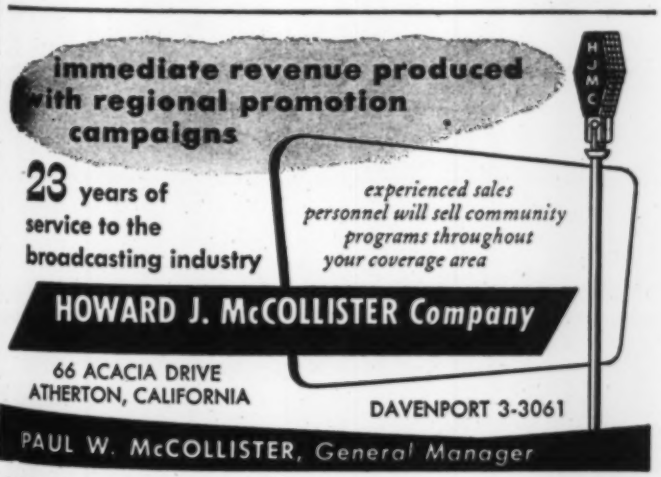
USING radio to further the interests of radio has been inaugurated by WTAG Worcester, Mass. Station airs seven promotion programs a week on its own behalf. *Let's Listen*, heard Monday through Friday, lists the evening's features with recorded excerpts from the previous week's shows. On Sunday morning station presents *Hear Today* with accent on musical, cultural and educational shows to be heard.

ECONOMICAL ADVERTISING

FIRST RATE card of the new three-station sales package known as the Texas Plains Stations, involving KPAN Hereford, KFLD Floydada and KVMC Colorado City, has been sent to advertising managers and agency timebuyers. Promotion explains economic value of using the TP stations because of 20% lower rate than the sum of the three individual rates.

DOUBLY HELPFUL

KDYL Salt Lake City succeeded in killing two birds with one stone during the last month. Station in cooperation with Federal Reserve Bank officials helped alleviate an acute copper penny shortage and contributed to the polio fund at the same time. For a week, announcers suggested listeners send in copper pennies to be turned over to the drive. 13,150 were received and exchanged for currency to help the March of Dimes [B•T, Feb. 11].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FREE MEDIA

Is Theme of UNESCO Review

ALL MEDIA—radio, television, motion picture and press—"must enjoy the freedom and demonstrate the responsibility, which will enable these potential links between peoples to serve peace and international understanding."

This conviction highlights *World Communications*, a review of these various media throughout the world compiled by UNESCO (United Nations Educational, Scientific & Cultural Organization).

The publication offers another view in TV service in foreign countries as released during the national conference of the U. S. National Commission for UNESCO held late last month [B•T, Feb. 11, 4].

According to *World Communications*, 187 million radio sets and some 15 million TV receivers offer daily news and information to peoples throughout the world. The report points out that half the world's 2.4 billion people are still illiterate, "and that countries where illiteracy is high, are poor in communications facilities."

Topping the list among continents for radio set ownership is North America with 447 receivers per thousand people, with Oceania (Australia, New Zealand South Pacific Islands) leading in newspaper circulation. Oceania ranks second in set ownership.

"The United States . . . owns half of the world's radio transmitters and 90% of the television sets," the survey reports. "Television . . . is now operated in 10 other countries—The United Kingdom, Soviet Union, France, Denmark, Netherlands, Norway, Cuba, Mexico, Brazil and Japan—and is being developed in eight others."

UNESCO has been continuously surveying facilities for mass communications since its establishment, as part of a campaign to help greater numbers of people to obtain an easier access to information.

World Communications, UNESCO Publication 942, 1951, can be obtained from the International Documents Service, Columbia University Press, New York. Aforementioned data was contained in the February review of *Economic and Social Problems in the United Nations*, published by the State Dept's Office of Public Affairs.

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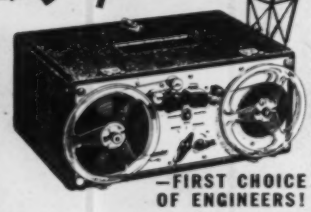

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February 11 Decisions . . .

ACTIONS ON MOTIONS

By Hearing Examiner J. D. Bond

WOOK Washington—Granted petition to amend application to delate request for change of main trans. location, change location of proposed synch. amp. and incorporate by reference certain engineering data.

Gulf Beaches Bcstg. Co., St. Petersburg Beach, Fla.—Granted petition for continuance of hearing from Feb. 11 to March 3 in Washington.

WOL Washington—Denied petition for continuance of hearing for about 10 days only insofar as it requests continuance to a day certain, but petition for continuance, being construed upon Commission's own motion, to constitute request for indefinite continuance is granted; hearing scheduled to have been commenced on Feb. 7 continued to date to be fixed by further order to give applicant ample time to complete and present planned amendment to application.

By Hearing Examiner Basil P. Cooper

WHUN Huntingdon, Pa.—Granted petition to amend application to delate requested changes in frequency, power and hours of operation but in lieu thereof, to specify top loading of present ant. system for purpose of improving signal strength over area it now serves; application, as amended, removed from hearing docket.

By Hearing Examiner Leo Resnick

Chief, FCC Bcst. Bureau—Granted petition for continuance of further hearing in proceeding re application of West Side Radio, Tracy, Calif., from Feb. 11 to March 17.

By Hearing Examiner Elizabeth C. Smith

WVOP Vidalia, Ga.—Granted petition for additional corrections in various respects to transcript of testimony in proceeding re its application.

Allocations Supplement

BROADCASTING • TELECASTING will publish in complete text the *FINAL TELEVISION ALLOCATIONS REPORT*. Subscribers will receive the supplement without charge. Extra copies will be available, as long as the supply lasts, at $3 each.

February 11 Applications . . .

ACCEPTED FOR FILING

AM—1350 kc

KDKD Clinton, Mo.—CP to change frequency from 1280 kc to 1350 kc.

Amend Application

WLIN Merrill, Wis.—CP requesting power increase from 1 kw-D to 5 kw-D, 1 kw-N, and change from DA-N to DA-DN, AMENDED to change pow to 5 kw-unl., and change trans. studio location from Merrill, Wis., Wausau, Wis.

License for CP

WTAD Quincy, Ill.—License for C authorizing daytime power increase

License Renewal

Following station request renew of license:

KVCV Redding, Calif., KOJM Havr Mont., KMAC San Antonio and WM Wilmington, N. C.

Modification of CP

KFVS-FM Cape Girardeau, Mo.—Mod. CP as mod., authorizing new F station, for extension of completi date.

TENDERED FOR FILING

Modification of CP

WBAM Montgomery, Ala.—Mod. C to change trans. and studio location

APPLICATION RETURNED

WLBE Leesburg, Fla.—RETURNE application requesting transfer of co trol from Eleanor Hunter to Paul Husebo and Wendell F. Husebo.

February 12 Decisions . . .

BY THE SECRETARY

Granted License

WOHP Bellefontaine, Ohio—Grante

WNYC ANSWER

Siegel Upholds Station

DISTINCT cultural contribution to New York was claimed for municipally-owned WNYC last week by Seymour N. Siegel, director of radio communications for New York and head of WNYC, in answer to charges by Thomas J. Miley, executive vice president of Commerce & Industry Assoc. of New York, that operation of the station was a needless burden to taxpayers [B•T, Feb. 11].

Asserting that the station provides "adult, literate and mature" programs, Mr. Siegel pointed out a few: A city food guide, public health program series, a lawyers' program, civil defense programs and audio-visual aids for educational use throughout the city.

Since everyone benefits from the local station, everyone should bear the cost, Mr. Siegel argued, citing letters to support his stand.

FCC actions

FEBRUARY 8 THROUGH FEBRUARY 14

CP-construction permit	ant.-antenna	cond.-conditional
DA-directional antenna	D-day	LS-local sunset
ERP-effective radiated power	N-night	mod.-modification
STL-studio-transmitter link	aur.-aural	trans.-transmitter
synch. amp.-synchronous amplifier	vis.-visual	unl.-unlimited hours
STA-special temporary authorization		CG-conditional grant

Grants authorizing new stations, changes in facilities, and transfer appear at the end of this department, accompanied by a roundup of new station and transfer applications.

JANUARY BOX SCORE

STATUS of broadcast station authorizations at the FCC on Jan. 1 follows:

	AM	FM	TV
Total authorized	2406	648	108
Total on the air	2331	635	108
Licensed (all on air)	2313	569	93
Construction permits	93	79	15
Total applications pending	931	203	592
Total applications in hearing	203	8	182
Requests for new stations	311	7	488
Requests to change existing facilities	208	16	45
Deletion of licensed stations in January	1	2	0
Deletion of construction permits	3	1	0

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license for new AM station: 1390 kc, 500 w-D; cond.

WJET Erie, Pa.—Granted license for new AM station: 1570 kc, 250 w-D; cond.

WAFM Birmingham, Ala.—Granted license for new FM station: 99.5 mc. (Ch. 258), 53 kw, ant. 820 ft.

WORD Spartanburg, S. C.—Granted license covering facilities change, DA-DN, mounting FM ant. on side of N. W. AM tower and change of trans. location: 910 kc, 1 kw fulltime, DA-2.

Granted CP

KSPO Spokane—Granted CP to change trans. and main studio locations.

WLBB Carrollton, Ga.—Granted CP to change ant., trans. and main studio locations; cond.

Granted Modification

KVOZ Laredo, Tex.—Granted mod. CP for approval of ant., trans. and main studio locations.

KXLR North Little Rock, Ark.—Granted mod. CP to change trans. location; cond.

FCC CORRECTION

TV License Renewals

The Commission in announcing that Comr. Jones voted for temporary extension of licenses in case of all TV stations should have noted that he did so in order to give FCC more time to consider all renewal applications on a case-to-case basis.

February 13 Applications . . .

ACCEPTED FOR FILING

TV—Ch. 12

The Metropolis Co., Jacksonville, Fla.—AMENDED application for new TV station to change from Ch. 6 (82-88 mc) to Ch. 12 (204-210 mc).

Modification of CP

KSBR (FM) San Bruno, Calif.—Mod. CP, as mod., authorizing new FM station, for extension of completion date.

WGMS-FM Washington—Mod. CP, as mod., authorizing new FM station, to change name from Radio Station WQQW Inc. to The Good Music Station Inc., and specify studio location as 1125 Vermont Ave. N. W., Washington.

WUNC (FM) Chapel Hill, N. C.—Mod. CP, authorizing new non-commercial educational FM station, to change operating power from 250 w to 1 kw.

Amend Application

KGLN Glenwood Springs, Col.—CP to change from 1340 kc, 250 w, to 970 kc, 1 kw-D, 500 w-N, change ant., etc., AMENDED to change name of applicant to R. G. Howell, individually and as executor of estate of Charles Howell, deceased, d/b as Western Slope Bcstg. Co.

License Renewal

WGST-FM Atlanta, Ga.—Renewal of license.

KC2XAK Stratford, Conn. (NBC experimental TV station)—Renewal of license.

TENDERED FOR FILING

AM—1370 kc

WMOD Moundsville, W. Va.—CP to change frequency from 1470 kc to 1370 kc.

APPLICATION RETURNED

WKLJ Sparta, Wis.—RETURNED application for assignment of license from Victor J. Tresco to Sparta-Tomah Bcstg. Co.

(Continued on page 103)

CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Situations Wanted 20¢ per word—*$2.00 minimum* • Help Wanted 25¢ per word—*$2.00 minimum*
All other classifications 30¢ per word—*$4.00 minimum* • Display ads. $15.00 per inch

No charge for blind box number. Send box replies to
BROADCASTING, 870 National Press Bldg., Washington 4, D. C.

APPLICANTS: If transcriptions or bulk packages submitted, $1.00 charge for mailing. All transcriptions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING expressly repudiates any liability or responsibility for their custody or return.

Help Wanted

A Phoenix, Arizona station is expanding several departments. Applications invited from experienced personnel, living near enough for interview: news reporters, announcers, continuity. Send full details, disc and salary requirements. Confidential. Box 240M, BROADCASTING.

Managerial

Successful 250 watt network station in south midwest established six years is looking for a good efficient manager-commercial manager with a proven record of small station-high standard successful and economical operation. Want friendly, sincere family man who is a hard worker and sold on radio and not television, who can take hold of a good station and make it produce and maintain a high standard of community service. This man must be in his energetic thirties and must have had at least ten years of working experience in radio. Box 141M, BROADCASTING.

General manager for major eastern market independent station. Guarantee plus incentive plan. Send complete details first letter. Box 256M, BROADCASTING.

Wanted: Sales manager experienced. Furnish complete reference. Contact Sam W. Anderson, KFFA, Helena, Arkansas.

Salesmen

Salesman, hard hitting, aggressive, for high Hooperated station half million market. Car necessary. Top compensation. Our men earn five figure incomes. Box 193M, BROADCASTING.

Major network station in large middlewestern market has immediate opening for an experienced time salesman. Permanent position for right man. Salary plus commission. Reply Box 254M, BROADCASTING.

We'll pay well for proven time selling ability. 5 kw ABC. Full details please, WRUN, Utica, N. Y.

Announcers

$80.00 per week for good announcer at midsouth station. Good market. TV future. Replies confidential. Box 936L, BROADCASTING.

Good announcer with first phone, permanent position friendly western Pennsylvania independent daytimer. Seventy-five dollars for forty-four hour week to start. Submit resume experience, photo, disc or seven one half IPS tape first reply. Box 167M, BROADCASTING.

Key job for better than average experienced announcer with first class ticket. Pleasant small city upper midwest. Long established net affiliate. Low turnover. $75.00 and raises. Send audition and facts Box 183M, BROADCASTING.

Wanted: Three announcers with first phones. $350.00 per month, 45 hour week. Box 202M, BROADCASTING.

Play-by-play sports.—Top sports station in metropolitan market, broadcasting both major and minor league baseball, will add second play-by-play man. Both live and reconstruction. First phone preferred, but all applicants considered. For this unusual opportunity with station whose sports reputation is outstanding, rush audition and full particulars. Box 261M, BROADCASTING.

Wanted, experienced announcer-engineer for progressive southeastern city. Announcing ability-permanency most important. $70.00 per week and talent shows. Send photograph and disc first reply. Box 296M, BROADCASTING.

Help Wanted (Cont'd)

Wanted: Newsman by Illinois CBS 5 kw affiliate with successful news operation. Opportunity for man who knows reporting and news-writing as well as microphone delivery. Job may involve development of news-type documentaries on local level. Write Box 270M, BROADCASTING.

Wanted—Combination announcers-engineers, salary $100.00 per week—North Central major network station. Box 271M, BROADCASTING.

Wanted, eastern Kentucky daytime station wants experienced announcer emphasis on news, sports and interviewing. Also, combination man strong on commercials. Permanent position 30 to 40 hour week, top pay based on experience. Send audition and complete information. Box 273M, BROADCASTING.

Established ABC regional in southeastern resort area will have opening for hillbilly DJ personality with ability to build present high-rated shows. Send tape or disc plus references. Good salary plus talent, congenial staff, excellent working and living conditions. Box 281M, BROADCASTING.

We need a good staff announcer. 1 kilowatt southwest independent. Will consider beginner. Combo men may apply. Disc and particulars first letter. Box 287M, BROADCASTING.

Announcer, experienced, good on commercials and deejay, 50-60 dollars. Send completed data and disc immediately to Box 288M, BROADCASTING.

Announcer-ticket for Minnesota network station. Good pay, low living costs. Box 291M, BROADCASTING.

Wanted: Announcer-salesman for progressive ABC affiliate in expanding market in the Rockies. Send tape or disc, photo, references all in first letter. Box 295M, BROADCASTING.

Local news editor. Gather, write and broadcast local news. Forty hour week. $250.00 monthly. Start immediately. KCOW, Alliance, Nebraska.

South Texas fulltime independent has opening for staff announcer. Permanent position. Full details and references, first letter. KCTI, Gonzales, Texas.

Announcer. Sixty-five or seventy dollars weekly depending experience and ability. Established network station with separate studios and transmitter. Apply Manager, KTNM, Tucumcari, New Mexico.

Combination announcer-engineer needed immediately. $70 for 48 hours. Wire KVBC, Farmington, N. Mex.

News man—Age: In twenties. Stress is on reporting ability. Newspaper background will be given preference. We will work with you on air style. Our preference is for man with basic ability, desire to learn, mature, cooperative. Contact: KWKH News Bureau, (CBS 50 kw) P. O. Box 1387, Shreveport, Louisiana.

Opening for announcer. Progressive network affiliate. Two weeks vacation. Excellent employer-employee relations. Low living cost area. First class ticket asset but not required. Pay commensurate with ability and experience. Outline qualifications and minimum starting salary. KXAR, Hope, Ark.

Sportscaster, excellent opportunity for experienced man who has sports "knowhow." Graduated pay scale, plus talent. Send letter of qualifications, salary expected, photo and audition to Station WFDF, Flint, Michigan.

Wanted: Experienced announcer or combo. WICY, Malone, N. Y.

Combination announcer-engineer wanted by 1000 watt NBC affiliated located in heart of Florida Citrus Belt. Must be experienced in announcing and hold first class license. William P. Lee, Radio Station WLAK, Lakeland, Florida.

Help Wanted (Cont'd)

Combination man with emphasis on announcing. Hours 6:00 AM to 1:00 PM —44 hour week, good pay, best working conditions, 500 watt daytime. Send complete data. H. Webster Taylor, WMIK, Middlesboro, Kentucky.

NBC affiliate has opening for above-average, thoroughly experienced announcer. Good opportunity for solid, draft exempt man seeking permanent connection with leading station. Send disc, snapshot, complete outline qualifications including past and expected earnings WSAV, Savannah.

Experienced staff announcer, board work necessary. Possibility of television work. Resume and disc to C. T. Garten, Radio Station WSAZ, Hunting, West Virginia.

Farm director-announcer. $75-$90 weekly depending on man. Send letter, disc, photo. WVOT, Wilson, N. C.

Technical

Engineer, 1st phone, net affiliate, northern Indiana. $65.00 40 hours. Combined studio xmtr operation. Paid hospitalization, life insurance and vacations. Box 111M, BROADCASTING.

First class engineer-announcer, small town in Kentucky, $60 per week to start, opportunity to earn more. Write 190M, BROADCASTING.

Wanted: Engineer with first class license. Immediate opening. Car necessary. $1.35 per hour, 40-hour week. Northern Wisconsin. Box 205M, BROADCASTING.

First phone operator, Baltimore area. Experience not necessary. Complete personal information first letter. Box 210M, BROADCASTING.

Vet. Married. 1st phone. Radio and TV school grad. Desires position as operator in Florida. Box 244M, BROADCASTING.

Chief engineer, northern Pennsylvania. Honest with knowhow. AM-FM. State experience, salary expected, details. Box 255M, BROADCASTING.

Immediate opening for first class operator. Experience not necessary but desirable. Good postion for man or woman who desires experience. Must be sober and dependable. Excellent working conditions. Forty hour week plus time and one-half for overtime. 250 watt fulltime independent station. Send application with references to Chief Engineer, Radio Station WJER, Dover, Ohio.

KPET Lamesa, Texas has immediate opening for combination man. All replies considered.

Operator with first class license needed. No experience necessary. KTAE, Taylor, Texas.

Engineer. Must have at least five years experience and capable becoming chief engineer and able handle construction new broadcast operations. New 20V transmitter and other Allied, Collins equipment. Will pay eight to eighty-five weekly and more at overtime rate of pay when construction new stations begins. Apply Manager, KTFY, Brownfield, Texas.

Engineer, first class license with or without experience. Established network affiliate city 25,000. Average living conditions. Top salary, best working conditions and many benefits. Ken Marsh, KWNO, Winonu, Minnesota.

Engineer needed. Send information to WBIP, Booneville, Mississippi.

Immediate opening, first phone operator. Experience not necessary. Good working conditions. Daytime station. Send complete details first letter. WCNX, Middletown, Connecticut.

Help Wanted (Cont'd)

Engineer-announcer first class. $[illegible] month. 40 hour week. Time and [illegible] half paid. Raises. Excellent opportunity. Phone or wire now. WCTI, Culpeper, Virginia.

Combination engineer-announcer [illegible] south Alabama network station. Acres must be on announcing. Send audition and references. $65.00 for 40 hours. Only experienced man need apply. Radio Station WEBJ, Brewton, Alabama.

Chief engineer, 250 watt AM, three kw FM. Give experience and salary in first letter. WHBS, Huntsville, Alabama.

Have immediate opening for first class operator, studio and transmitter work. Experience not necessary. Write WBDL, Olean, New York, for further information.

Wanted: 1st class operator who can announce. WICY, Malone, N. Y.

Announcer with 1st phone, opportunity to do some selling too. Salary dependent on ability and experience. WPLA, Plant City, Florida.

First class phone transmitter operator. Experience not necessary. WSSV, Petersburg, Virginia.

Immediate opening for first class licensee. No experience required. 100 watt daytime. Chief Engineer, WTNS, Coshocton, Ohio.

Wanted: One chief engineer, $75 weekly salary, also one first class engineer for transmitter. Contract James McNeil, Manager, Radio Station WTSB, Lumberton, N. C.

Engineer or announcer-engineer, immediate opening, WVOS, Liberty, N. Y.

Production-Programming, Other

Wanted—Radio, commercial director and time salesman for Pennsylvania station in unusually interesting territory. Good opportunity for right man. Write to Box 176M, BROADCASTING.

Continuity writer for midwestern fulltime network station. Excellent opportunity for writer who can produce copy that brings customer results. Full particulars with sample copy to Box 282M, BROADCASTING.

Wanted: Woman for program director, bookkeeper and copywriter. Network 250 watt. Good salary, nice friendly town. Send particulars KBIO, Burley, Idaho.

Wanted: Copywriter-announcer. Send audition tape, sample copy and photo to Adrian White, KPOC, Pocahontas, Arkansas.

Need fulltime promotion-merchandising man for medium station, medium market. Applicant must possess working knowledge of radio, newspaper, outdoor and stunt promotional media. Some merchandising ideas if not experience required. State full particulars. References, salary requirements first letter. WORZ, Orlando, Florida.

Program director with ideas, writing ability and a voice, who can handle console. Radio Station WBYS, Canton, Ill.

Experienced woman copywriter needed as soon as possible. Must be capable of air work also. Excellent salary, vacation plan. Send sample commercials, photo, experience details. WLEC, Sandusky, Ohio.

Opening near future for qualified program director-chief announcer. Must have proof of programming and administrative competence. Good voice requisite. No desk man need apply. Forward full specifications and references first letter. State salary requirements. WORZ, Orlando, Florida.

Television

Technical

Engineer, experienced in radio, licensed and with construction ability. Research Department KUTA, Salt Lake City. Work will be constructing, testing and assembling TV equipment. Contact Frank Carman.

Situations Wanted

Managerial

Successful manager available. Widely known manager offers 11 years management experience in local, regional and 50 kw stations. Capable administrator with proven record of profitable operation in major markets. Thoroughly grounded all phases—commercial, merchandising, promotion. Married, age 44. Full information upon request and interview arranged. Box 170M, BROADCASTING.

Vice president and general manager having sold his interests seeks management or executive position in radio, TV or allied business. Must have opportunity to earn commensurate with ability. Twenty-five years experience in administration, sales and talent or major stations and markets. Finest references. Box 182M, BROADCASTING.

General, commercial manager. 8 years experience radio, salesman, sales manager, general maanger. Best recommendations. Very strong programming, sales, profits. Competition no object. Available March. Would consider buying in. Box 219M, BROADCASTING.

Commercial manager must sacrifice good job because climate adversely affects health of his family. Doctor recommends return to southern location. 15 year s experience in administration, sales, programming. Box 221M, BROADCASTING.

Hard worker? Look! 100,000 market. 6 stations. 3-man staff. Personally sold locally $9500 in December, $8860 in November, $8250 in October. Will assume complete charge station: sell, announce, program. Prefer to work out part ownership. 28, married, college graduate, non-reserve veteran. Box 248M, BROADCASTING.

Manager—Successful background, proven ability, excellent references. Desire change to southern market. Stable, family man. Write Box 257M, BROADCASTING.

Successful sales manager, ready to advance to station manager. Over six years experience same job. Know all phases station operation. Twenty years newspaper experience including management. South coastal area preferred Best references. Box 259M, BROADCASTING.

General manager—looking for advancement. Can bring wealth of sales ideas, practical experience. Capable of sound profitable operation. Write 258M, BROADCASTING.

Station manager. Strong on sales. Matured; experienced. Prefer central states. Box 275M, BROADCASTING.

General, commercial manager. Ten years experience with ideas that have built audiences and increased sales. Now employed but available soon. Box 280M, BROADCASTING.

Manager, salesman: Desire good potential and right percentage agreement. Congenial, hard-hitting team that can make you money. Box 263M, BROADCASTING.

Manager-sales manager, strong sales leadership and direction, presently sales manager very successful independent in highly competitive, major TV market. Knows AM answer to TV. Incentive must be big. Box 266M, BROADCASTING.

Matured, experienced radio time salesman interested in position as sales manager for station rep. Box 276M, BROADCASTING.

Station manager-salesman, with proven record. Top references. Over 13 years experience all phases of broadcasting. 7 years TV. Excellent announcer. 38, married. Prefer non-metropolitan market midwest or southwest. Box 290M, BROADCASTING.

Salesman

Five years experience . . . top salesman. Strong news delivery. Presently employed, $500 minimum. Box 125M, BROADCASTING.

Announcers

Versatile, experience, draft exempt announcer; commercial newscasts, music shows, DJ work that sells, married. References available covering 5-year background. Possibly available March 1st. Box 48M, BROADCASTING.

Newscaster, network experience; top agency references. Maintaining higher Hooper than all other newscasters combined, in state's largest city. Box 194M, BROADCASTING.

Situations Wanted (Cont'd)

Professional schooling, Hollywood. Disc shows, newscasting, staff announcing. Available immediately. Box 241M, BROADCASTING.

Experienced sportscaster, newsman, staff announcer. 24, single, draft exempt, college graduate. Prefer northeast network affiliate. Box 242M, BROADCASTING.

Experienced sports announcer and top morning man wants sports minded station with eye to the future. If you want a man presently employed, conscientious, with station always foremost, why not drop me a line? Box 247M, BROADCASTING.

College grad, 25, seeks first announcing job. Courses announcing, writing. Short on experience. Long on ability, ideas. Disc. Photo. Box 251M, BROADCASTING.

Versatility is my selling point! Outstanding experience in staff, play-by-play, DJ. Middle and northeastern states preferred. Box 252M, BROADCASTING.

Announcer-disc jockey, control board operator, newscaster with sales appeal. Reliable, married, draft free. Settle small community. Resume, disc on request. Box 262M, BROADCASTING.

News specialist. Long experienced, enterprising, reporter - writer. Voices news with exceptional authority. Highly professional special events, forums, public appearances. Seeking one-man newsroom operation or place on staff. A credit to your station and community. Mature family man, presently employed. Excellent references. Box 274M, BROADCASTING.

Prove that it pays to advertise. Inquire of announcer with three years experience. It may prove interesting. Disc, photo and details upon request. Box 277M, BROADCASTING.

Announcer-PD, employed, 26, veteran, college graduate, radio background, desires relocate as announcer progressive station, preferably television, warm climate. Pleasant, mature, versatile voice; singer, actor. Experienced all phases. No sports. Finest references. Box 278M, BROADCASTING.

Announcer, strong on news. Degree in speech. Can write copy. Limited experience. Ambitious. Box 284M, BROADCASTING.

College graduate, 23 years old, two years commercial experience, desires permanent position as newscaster or staff announcer in east, midwest or New England. Reply Box 285M, BROADCASTING.

Sportscaster network experience doing play-by-play baseball, football and basketball. Network references. Married and draft exempt. Box 292M, BROADCASTING.

Announcer, veteran, free to travel. Desires staff position anywhere. Good on news and DJ. Disc available. Box 293M, BROADCASTING.

Combo man, seven years experience, now employed Phoenix station as combo. Have held PD-chief-straight combo. Single, willing to travel. Sober and reliable. Wire or write Joe Brandt, P. O. Box 37, Glendale, Arizona.

Experienced announcer, staff announcing, disc jockey, newscasting, sports. Professional schooling also. Winston Hoehner, 1518 West Twentieth Street, Los Angeles 7, California.

Announcer, some experience. Good news, DJ and board man. Single. Graduate, Pathfinder Radio School, Kansas City. Junior college graduate. All offers considered. Colored. Edward Love, 2505 Morton, Parsons, Kansas.

Announcer with initiative specializing sports, dee jay, familiar control board operation. Desirous of moving out of limited experience class. Single, draft exempt veteran, stable and responsible, looking for opportunity for affiliation with progressive station. Disc and resume available. J. D. Ross, Box #75, New York 33, N. Y.

Cultivated bass voice. Excellent diction. Single, good appearance. Will travel. University B.A. Need start. Disc available. Jim Scanlan, 2831 Lexington, Chicago, Illinois.

Technical

Chief engineer seeks position with employer who expects top performance and willing to pay for same. 17 years experience. Best references. Box 228M, BROADCASTING.

Situations Wanted (Cont'd)

Engineer, (N. Y. state), desires permanent chief or good staff position. Seven years experience six stations. Veteran, 27, single, licensed, car. Box 272M, BROADCASTING.

First phone, two years experience transmitter, studio, remotes, tape recordings. Box 279M, BROADCASTING.

Engineer, 1st class, single, sober, conscientious, over 25 years experience, wants employment where maintenance, initiative and ability is appreciated. Wallace V. Rockefeller, Wood River, Nebraska.

First phone license. Radio, television graduate 2200 hours. Theory-practical work. Dependable, married, draft exempt. Prefer east coast. Clarence Williams, 100 West 139th Street, New York City. AU 3-0122.

Production-Programming, Others

Shirtsleeve executive with extensive radio sales experience, creative ability, capable of independent judgment, well versed in sales tools and knowledge of national markets, looking for position as salesmanager-manager of progressive radio station in south or southwest. Personal interview desired, looking toward a permanent connection that has a verifiable potential with increased income as potential is developed. Presently employed as account executive of agency in deep south. Formerly manager two radio stations, assistant to manager Key Network Stations, trade magazine and newspaper. College graduate, married, two children, own car, debt free. Address Box 197M, BROADCASTING.

Program-sports director. Knowledge entire station operation. Conscientious, married, veteran. Box 230M, BROADCASTING.

Traffic girl or stenographer, 4 years experience. Detroit area. Box 264M, BROADCASTING or call Detroit, WA 48460.

Continuity, traffic, women's shows. Presently employed. Excellent references. Southwest preferred. Box 289M, BROADCASTING.

Television

Announcers

TV stations—attention! Give a guy a break, will ya? Have been in radio four years, announcing, acting, producing, programming. Lots of stage experience. Single, veteran, 23 years old. Presently employed as chief announcer with CBS kilowatt. All replies will be answered. Please ???. Box 216M, BROADCASTING • *TELECASTING.*

Technical

Technician, young man, veteran, wants job in televison station. One year experience at WSYR-TV. Excellent floor manager. Box 249M, BROADCASTING • *TELECASTING.*

Engineer, first phone license. 1 and 5 kw. AM transmitter experience. Graduate SRT-TV New York. Single. Will travel. Victor Fiorentino, 5915 Lexington Ave., Hollywood 38, Calif.

Production-Programming, Others

Fifteen thousand a year man desires position as program manager. Employed at basic network television station, largest and oldest in midwest. Net radio experience and my over 3 years with this strictly television operation as an announcer producer assures you of the experience you need in your future televison plans. Florida preferred, health of wife. Top local, national, client, agency references at your desposal as well as a proven record with local and net television. Salary commensurate with experience and ability and contractual security desired. Box 253M, BROADCASTING • *TELECASTING.*

Exceptional young woman managing editor highly successful daily newspaper wants to switch creative talents to TV, Los Angeles area. Immediate asset news or continuity staff. Radio broadcasting, scriptwriting experience. Attractive personality. Excellent references. Box 267M, BROADCASTING • *TELECASTING.*

Topnotch girl copywriter, alert to TV's future, desires on-job training TV advertising. 8 years experience newspaper, 1 year radio, copy layout, sales, promotion, supervision. Best references. Box 268M, BROADCASTING • *TELECASTING.*

For Sale

Stations

1000 watts. Rich and rapid growing California area. Well equipped. Earns $50,000. $250,000 with terms. Box 250M, BROADCASTING.

Profitable western stations. All prices. Independents and affiliates. Jack L. Stoll & Associates, 4958 Melrose Ave., Los Angeles 29, Calif.

Equipment, etc.

Six Western Electric 618A microphones. Factory rebuilt, excellent condition. $100.00 each. Box 243M, BROADCASTING.

Bargain. Three used sure dynamic low impedance mikes, less cable, two recently returned factory overhauled. Sell highest bidder. Box 265M, BROADCASTING.

Priced to sell: 300 foot Andrews guid tower, lighting; ground system, 48,000 feet copper wire; G. E. model-BT1A1 type BT1A FM transmitter, BM1A type monitor; Parmetal transmitter cabinet, 84 by 30 by 20; consolette, KGKB, Tyler, Texas.

Complete RCA 5 kw model 5-C AM transmitter, spare tubes and Western Electric 1-C frequency monitor (960 kc). Excellent condition. Will crate for shipment. Reasonably priced. WDBJ, Box 150, Roanoke, Va.

Complete 10 kw BTF-10B RCA FM transmitter less antenna. Includes dual exciters with change-over panel, Hewlett Packard or General Electric frequency and modulation monitor, transmission line monitor, harmonic filter, external blower and power transformer, 2 Collins 6P preamps and one 6M Collins program amplifier. Complete blueprints and tube records included. Lots of spares. This equipment used less than two years! Contact William C. Ellis, WFAA, 1122 Jackson Street, Dallas, Texas.

For sale—One 160 foot guyed Wincharger tower, can be built to 225 feet. Complete with guys, lighting equipment, lighting choke and conduit. Ready to ship. You pay freight. $1500. Contact WMGR, Bainbridge, Ga.

R.E.L. 950.5 mc. Link equipment, model 694 transmitter model 704 receiver with 2 dish type antennas, 2 complete RCA-CT-1A and CR-1A radio telephone sets with antennas, both sets used only 838 hours, no coax. Furnished—original value $9050.00. First come, first served at $2500.00. F.O.B. East Providence. Carroll Philbrook, 115 Eastern Avenue, East Providence, R. I., Telephone East Providence 1-1172.

Wanted to Buy

Equipment, etc.

Wanted: 1 kw AM transmitter. Antenna tuning unit, flasher and photoelectric control. Box 805L, BROADCASTING.

Will pay cash for General Electric 250 watt FM transmitter and monitor. WJOC, Jamestown, New York.

Studio console, Gates turntable and RCA 70D turntable complete. WRFC, Athens, Ga.

Miscellaneous

Attention program packagers, TV and AM. Well known radio station manager interested in being west coast distributor. Lots of contacts. Box 290M, BROADCASTING.

Have CP for one thousand watt daytime station in Albuquerque, New Mexico. Haxe other business interests and would consider working partner with adequate capital. Or might consider sale of CP. Send replies to P. O. Box 688, Albuquerque, N. M.

Be a combination man. Improve your earning power and security. FCC first phone in 6 weeks. Write for information. Grantham Radio License School, 706 North Wilcox, Hollywood, Calif.

For Sale

FOR SALE

5 kw AM model 355-E-1 Western Electric Transmitter in good operating condition.

KHQ Spokane Washington

For Sale (Cont'd)

For Sale—All New 5 KW AM

TRANSMITTER

Three—200' towers and complete coax

BOX 283M, BROADCASTING

Help Wanted

Announcers

DISC JOCKEY WANTED

Must have proven success record as D.J., in a competitive market. A real opportunity awaits the man who can deliver. 5 kw. network station, metropolitan north central market. Give full particulars about previous experience, salaries earned and expected, and attach small photo. Confidential.

Box 450K, BROADCASTING

ATTENTION

New York, Chicago, Philly, Boston or Los Angeles

Present your clients with a new name, face and selling voice.

If you are in the market for an intelligent *AIR SALESMAN* instead of just a disc-jockey, contact me at once.

Available April 1, 1952. Minimum $17,500 a year. Box 245M, BROADCASTING.

TOP MORNING MAN

CBS Affiliate in midwest metropolitan area of one quarter million people offers above average opportunity for above average man. Salary and talent arrangement will enable good man to make $600 - $650 monthly.

Please send full particulars and sample of work on tape recording.

BOX 246M, BROADCASTING

Help Wanted (Cont'd)

ENGINEERING SUPERVISOR

10 KW • 740 KC

Must have extensive transmitter and studio experience. Live in Avalon. Population 1800, on Catalina Island, 30 minutes by air from Los Angeles. Salary commensurate with metropolitan L. A. 10 KW scales. Air mail full details

KBIG, 6540 Sunset Boulevard, Hollywood 28, California

Situations Wanted

Managerial

STATION EXECUTIVE

Outstanding successful manager of small market station is seeking greater opportunity. Constructed present station and made it dominant in it's community and state. Imaginative sales and programming built this station to present success. Have good job . . . only interested in real opportunity. College graduate, 14 years radio and advertising, age 34. In present position six years. Some knowledge TV. Able to accept complete responsibility of operation. For details contact Box 286M, BROADCASTING.

Wanted to Buy

Stations

I'm a bargain hunter!

Want a low power station cheap. Don't care about previous success or lack of it. South or east preferred. Anywhere considered. What have you got for cash? All replies answered quiet and quick. Individual. Box 294M, BROADCASTING.

Employment Service

EXECUTIVE PLACEMENT SERVICE

for competent managers, commercial managers, program directors, chief engineers, disc jockeys. Reliable, confidential, nation-wide service. Send for full information today.

HOWARD S. FRAZIER
TV & Radio Management Consultants
728 Bond Bldg., Washington 5, D. C.

Eastern Major Market

$35,000.00 – Down Payment

Due to favorable circumstances an unusual tax saving plan of financing can be worked out in connection with the purchase of this regional facility. Located in one of the East's top markets.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.	CHICAGO	SAN FRANCISCO
James W. Blackburn	Ray V. Hamilton	Lester M. Smith
Washington Bldg.	Tribune Tower	235 Montgomery St.
Sterling 4341-2	Delaware 7-2755-6	Exbrook 2-5672

WGY HOLDS BIRTHDAY OPEN HOUSE

Pioneer Station This Week Marks 30th Year

IT WAS 30 years ago this week that one of the nation's first ten commercial radio stations took the air and began broadcasting to some 300 amateur radio operators.

The time was 7:47 p.m. on Feb. 20, 1922. Two days later the pioneer outlet originated its first remote broadcast from the gymnasium of Union College in Schenectady. Later, that summer, Senator Marconi delivered a special address using a Pallophotophone pickup—a microphone development by General Electric Co.

That was 30 years ago.

Today (Monday) WGY Schenectady, the GE station, will open its doors and throw out the welcome mat for loyal listeners and numerous celebrities in a week-long open house to commemorate the 30th anniversary.

Thousands of residents of Eastern New York and Western New England are expected to inspect the station and its ultra-modern architectural Little Radio City. The actual anniversary date will be Wednesday—mid point in open house week ceremonies. Special programs, free door prizes, special exhibits and displays will mark the festivities.

Provision has been made for origination of most live broadcasts in WGY's auditorium Studio A, assuring seating capacity for guests. The lobby will feature a broadcast equipment exhibit. And displays will point up the celebrities who have entertained WGY audiences over the years. A special anniversary program will be aired each evening through Friday.

All-Out Promotion

WGY has taken promotional pains to assure fitting celebration of the occasion, utilizing nearly every available advertising media—spot announcements, outdoor, newspaper, invitations, and mayoralty proclamations.

On-the-air advance promotion included transcribed salutes from NBC network stars, local spots and a mention on NBC's *Big Show* yesterday (Sunday). Newspaper advertisements in Schenectady newspapers were inserted last week and will continue through open house festivities.

The mayors of at least six nearby cities lent their cooperation as open house drew near. The station sent out invitations to personalities and celebrities throughout the WGY coverage area.

Visitors to the studios will receive gifts and mementos. A special edition of the house organ, *Mike and Camera*, recounting station's progress, has been printed.

Among the "firsts" claimed by WGY are broadcast of the first radio drama, *The Wolf*, as a regular feature, on Aug. 3, 1922; inaugural ceremonies of Gov. Alfred Smith of New York, on Jan. 1, 1923; circus from Madison Square Garden, April 10, 1924.

Technical "firsts": use of 50 kw in antenna in 1925; two-way communication between the U. S. and Sydney, Australia, in 1928; three-way radio talks involving Australia, Java and Schenectady, in 1928; and transmission of the voice of GE's C. D. Wagoner around the world.

WHDH BASEBALL

Draws $140,000 in Accounts

IN CONNECTION with the airing by WHDH Boston of the complete 1952 schedule of Boston Red Sox baseball games, the station announced last week that it had contracts with a total billing of more than $140,000 with firms which will use adjacencies and associated sportscasts.

WHDH reported that this is the earliest date on which all programs and availabilities pertinent to baseballcasts have been contracted for and that it considers it an indication that summer radio advertising could be headed for an all-time high in 1952. WHDH listed accounts as:

Announcements preceding and following ball games have been sold to the Croston & Carr Co., men's clothing; Koolvent Awning Corp.; Kasnof's Model Bakery, and Wyman Nurseries. A five-minute sports roundup has been sold to the Able Rug Co. and T. Noonan Sons, toiletry manufacturers, the station reported. Announcements following the sports roundup have been sold to the Boston & Main Railroad. Other accounts signed for related programs or announcements include Community Opticians, the F. B. Washburn Candy Corp., Weather Master Window Sales Co., White Rock Bottling Co. of America, Supreme Wine Co., Hunt Food Co., First National Bank of Boston, Chevrolet dealers, Paparella Bros. Inc., E. E. Hanlon, Men's Shoes and Essem Packing Co.

KVWO ON AIR

Kemp Heads New Outlet

KVWO Cheyenne, Wyo., new 1 kw outlet affiliated with MBS and the Intermountain Network, was scheduled to begin operation officially last Thursday. President and general managed is William T. Kemp, formerly associated with KVER Albuquerque, N. M.

Frank Toomey, formerly manager of KOVE Lander, Wyo., is the station's assistant manager. KVWO, licensed to Great West Co. for fulltime on 1370 kc., is located on West Lincoln Highway 30. Station is represented nationally by Avery-Knodel Inc.

OFFER of $200,000 by Texas cattleman for purchase of Trigger was rejected by horse's owner, Roy Rogers, star of NBC radio-TV *Roy Rogers Show*. Protesting letters showed that Trigger also belonged to fans.

FCC Actions

(Continued from page 99)

February 14 Decisions . . .

BY COMMISSION EN BANC

Granted CP

WKSR Pulaski, Tenn.—Granted CP to change from 730 kc, 250 w-D, to 1420 kc, 1 kw fulltime, DA-N; cond.

WMIT (FM) Clingman's Peak, N. C.—Granted CP to change ERP from 300 kw to 325 kw.

KHJ-FM Hollywood—Granted CP to change ERP from 4.8 kw to 16.8 kw; ant. from 870 ft. to 2,950 ft.

WWVA-FM Wheeling, W. Va.—Granted CP to change ERP from 15.3 kw to 7.4 kw; ant. from 555 ft. to 470 ft.; cond.

WTVB Coldwater, Mich.—Upon petition, removed from hearing docket and granted application to change from 1590 kc, 1 kw daytime, to 1590 kc, 5 kw-D, 500 w-N, fulltime, DA-2; cond.

Granted Modification of CP

KCLV Clovis, N. M.—Granted mod. CP (as mod., which authorized new AM station), to increase power from 100 w to 250 w on 1240 kc, fulltime.

WSAI-FM Cincinnati—Granted mod. CP to change trans. site and operate with 14.7 kw on 102.7 mc. (Ch. 274); ant. 550 ft.; and granted special experimental authority to operate station by remote control from trans. site of WSAI (AM) without licensed operator in attendance at WSAI-FM trans. for period ending Aug. 13, 1952; cond.

KDSX Denison, Tex.—Granted mod. CP authorizing minor changes in DA-N; cond.

Denied Petition

International Brotherhood of Electrical Workers (A F of L) and WINX Washington—By order, denied petition of IBEW asking for reconsideration of Commission's action of Nov. 7, 1951, granting application for assignment of license for station WINX from Banks Independent Bcstg. Co. to United Bcstg. Co.

Reallocated FM Channel

FCC finalized its proposed rule-making order of Dec. 5, 1951, to amend revised tentative allocation plan for Class B FM stations, and reallocated Ch. 274 from Florence, S. C., to Orangeburg, S. C., effective March 23, 1952.

Granted Waiver of Sec. 3.31

KXEL Waterloo, Iowa — Granted waiver of Sec. 3.31 of rules and granted mod. of license to change main studio location just outside city limits of Waterloo.

Granted Special Authority

WEAU-FM Eau Claire, Wis.—Granted special experimental authority to operate FM station by remote control from trans. of WEAU (AM) without licensed operator in atttendance at WEAU-FM trans., for period ending March 1, 1952; cond.

WSAI-FM Cincinnati — Same (see 'Granted Modification of CP' above).

Azalea and WSMB Applications

Azalea Bcstg. Co. Mobile, Ala., and WSMB New Orleans—Severed Azalea application from consolidated proceeding with application of WSMB; ordered Azalea application remain in hearing status and amended issues upon which it will be heard; further ordered hearing on application of WSMB continued without date to await final decision in proceedings in Paramount case or to await such other order as Commission may subsequently adopt. (Azalea application for new AM station on 1340 kc, 250 w., fulltime; WSMB, on 1350 kc, 5 kw, fulltime, wants to change from DA-N to DA-2.)

AM Licenses Extended

Granted further temporary extensions of following AM station licenses from March 1 to June 1, 1952:

KDKA Pittsburgh; KEX Portland; KYW Philadelphia; WBZ Boston; WBZA Springfield; WGY Schenectady; WOWO Fort Wayne.

FM Licenses Extended

Granted temporary extensions of licenses of following FM stations from March 1 to June 1, 1952 (Comr. Sterling voting for regular grants):

KCMO-FM Kansas City; KFXD-FM Nampa, Idaho; KRKD Los Angeles; KXOK-FM St. Louis; WAJL Flint, Mich.; WEAW Evanston, Ill.; WEHS Chicago; WFMF Chicago; WGHF New York; WGTR Paxton, Mass.; WKJF Pittsburgh; WKRC-FM Cincinnati; WLDM Oak Park, Mich.; WRLD Miami Beach; WLYN-FM Lynn, Mass.; WMMW-FM Meriden, Conn.; WMOR Chicago; WPLH-FM Huntington, W. Va.; WTOA Trenton; WWDC-FM Washington.

Granted further temporary extensions of licenses of following FM stations from March 1 to June 1, 1952:

KDKA-FM Pittsburgh; KYW-FM Philadelphia; WBZ-FM Boston; WBZA-FM Springfield; WOWO-FM Fort Wayne.

Designated for Hearing

Liberty Bcstg. Co., Liberty, Tex., and KTHT Houston, Tex.—Designated for hearing in consolidated proceeding application of Liberty Bcstg. Co. for new AM station on 1050 kc, 250 w, daytime, and that of KTHT for mod. CP to change from 790 kc, 5 kw, DA-2, to 1030 kc, 50 kw, DA-N; made KOB Albuquerque party to proceeding, and further ordered that application of KTHT has been included in this proceeding on condition that if, as result of proceeding, it appears that, were it not for Clear Channel hearing and Commission's announcement of Aug. 9, 1946, pertaining thereto, public interest would best be served by grant of application, then application will be returned to pending file until after said Clear Channel decision has been issued, at which time it will be considered in

(Continued on page 104)

FCC roundup

New Grants, Transfers, Changes, Applications

box score

SUMMARY THROUGH FEBRUARY 14

	On Air	Licensed	CPs	Appls. Pending	In Hearing
AM Stations	2,331	2,315	93	316	203
FM Stations	637	570	79	9	8
TV Stations	108	93	15	492	182

(Also see Actions of the FCC, page 98)

Docket Actions . . .

INITIAL DECISION

KCIJ Shreveport, La. — Southland Bcstg. Co. FCC Hearing Examiner issued initial decision looking toward grant of license to cover CP for 980 kc, 5 kw, daytime. Decision Feb. 8.

Non-Docket Actions . . .

TRANSFER GRANTS

KGSF (FM) San Francisco, Calif. — Granted assignment of FM station license to Electronic Service Corp., a Kentucky corporation; consideration $30,000. Principals in Electronic Service Corp. are S. A. Cisler and Howard A. Shuman, licensees of WXLW Indianapolis, partial owners of WKYW Louisville, and new owners of KSMO San Mateo. Granted Feb. 14.

WCRB Waltham, Mass. — Granted transfer of control from Richard C. O'Hare, Deuel Richardson and Theodore Jones, to Theodore Jones and Stephen Paine (a newcomer). Transaction involves $28,500 so Jones and Payne each will own half interest. Mr. Jones will be president and general manager. Granted Feb. 14.

KWJJ Portland, Ore. — Granted assignment of license to Rodney F. Johnson; consideration $200,000. Mr. Johnson is technician for KWJJ and also owns Rex Recording Co., Portland. Granted Feb. 14.

WIGM Medford, Wis.—Granted assignment of license to Radio Station WIGM Inc., newly organized corporation; consideration $30,000. Principals include Harold R. Murphy (46⅔%), president Northshore Pub. Co., Milwaukee, and Charles Nelson (33⅓%), salesman for WNAM Marinette, Wis., and manager of WBEV Beaver Dam, Wis., and WIGN Madison, Wis., and two other Wisconsin residents. Granted Feb. 14.

KDON Santa Cruz, Calif.—Granted assignment of CP and license to Charles Blackwood Grant; consideration $80,000. Mr. Grant is real estate broker in Carmel, Calif. Granted Feb. 14.

KRIS and KMAR (FM) Bakersfield, Calif.—Granted assignment of license to new partnership of same name composed of same partners and one newcomer, Harold Brown, who will pay $38,250 for 51% interest. Mr. Brown is former general manager of KERN Bakersfield, and, later, managed KMJ Fresno. Granted Feb. 14.

WFDF Flint, Mich.—Granted consent to WFBM Inc. to acquire positive control by purchase of 50% or 1,500 shares from Arthur R. Treanor; consideration $150,000. WFBM Inc. is licensee of WFBM - AM - FM Indianapolis, Ind. Granted Feb. 14.

KVEN Ventura, Calif. — Granted transfer of control from Charles E. Stuart, et al., executor of estate of Jenne Dodge, deceased, to Caroll R. Hauser, R. M. Werner, Dana Marble, Margaret Marble and Harry Engle; consideration $34,400 for 52.1% interest. Transferee, now owner of 2,633⅓ shares, is buying additional 2,866⅔ shares. Granted Feb. 14.

WPAC Patchogue, N. Y. — Granted assignment of license to Patchogue Bcstg. Co., new corporation composed of five persons, three of present stockholders with two new additions who are presently creditors of partnership. Granted Feb. 14.

KGMO-AM-FM Cape Girardeau, Mo.—Granted assignment of CPs to KGMO Radio-Television Inc.; stock transaction. Granted Feb. 14.

KTSM El Paso, Tex.—Granted consent to Karl O. Wyler to acquire positive control; he presently owns 25% of licensee's stock as individual and is acquiring 59.8% pursuant to will of Frances W. Bredberg (deceased). Granted Feb. 14.

WUSN Charleston, S. C. — Granted consent to J. D. Hastie and Sara C. Hastie (son and mother) to acquire control from Citizens & Southern National Bank of South Carolina, executor of estate of C. N. Hastie, deceased. Mother and son will then own 58.16%. Granted Feb. 14.

WSKB McComb, Miss.—Granted involuntary assignment of license to H. Bee Wood, trustee in bankruptcy of McComb Bcstg. Corp. Granted Feb. 14.

New Applications . . .

TV APPLICATIONS

Oakland, Calif. — Tribune Building Co., Ch. 2 (56-60 mc), ERP 100 kw visual, 50 kw aural, antenna height above average terrain 1,340 ft. Estimated construction cost $613,118.02, estimated first year operating cost $997,628, estimated first year revenue $918,850. Applicant is licensee of KLX-AM-FM Oakland. Filed Feb. 11.

Johnson City, Tenn.—WJHL Inc., Ch. 11 (198-204 mc), ERP 123 kw visual, 61.5 kw aural, antenna height above average terrain 716 ft. Estimated construction cost $201,085.57, estimated first year operating cost $88,000, estimated first year revenue $86,000. Applicant is licensee of WJHL Johnson City. Filed Feb. 11.

Owensboro, Ky.—Owensboro On The Air Inc., Ch. 10 (192-198 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 367 ft. Estimated construction cost $322,577.21, estimated first year operating cost $242,000, estimated first year revenue $315,000. Applicant is licensee of WVJS-AM-FM Owensboro. Filed Feb. 12.

St. Paul, Minn.—Minnesota Television Public Service Corp., Ch. 11 (198-204 mc), ERP 200 kw visual, 100 kw aural, antenna height above average terrain 569 ft. Estimated construction cost $560,075, estimated first year operating cost $200,000, estimated first year revenue $400,000. Applicant is a corporation, with 69% of its stock owned by Robert Butler, former U. S. Ambassador to Australia and Cuba, president of Walter Butler Co., Walter Butler Building Co., Walter Butler Construction Co., Walter Butler Shipbuilders Inc. and Builders Trust Co. Remaining 31% of stock held by 16 Minnesota businessmen. Filed Feb. 11.

AM APPLICATIONS

Kansas City, Mo.—David M. Segal, 1280 kc, 500 w daytime; estimated construction cost $18,500, estimated first year operating cost $42,000, estimated first year revenue $60,000. Applicant is licensee of KTFS Texarkana, Tex., KDMS El Dorado, Ark., and WGVM Greenville, Miss. Filed Feb. 11.

Columbia, Mo.—KMMJ Inc., 950 kc, 5 kw daytime; estimated construction cost $61,582, estimated first year operating cost $97,000, estimated first year revenue $90,000. Applicant is licensee of KMMJ Grand Island, Neb., and KXXX Colby, Kan. Filed Feb. 11.

Oakdale, La.—Cyril W. Reddoch and Klien Evans, d/b as Louisiana Bcstg. Service, 900 kc, 250 w daytime; estimated construction cost $11,550, estimated first year operating cost $24,000, estimated first year revenue $30,000. Applicant is partnership of Messrs. Reddoch and Evans; Mr. Reddoch owns 50% interest in KDLA De Ridder, La., and they each have 25% interest in application of Dixieland Bcstg. Co. Filed Feb. 12.

Alliance, Ohio—The Review Publishing Co., 1310 kc, 1 kw daytime; estimated construction cost $55,200, estimated first year operating cost $120,000 (includes present FM operation plus expected AM cost), estimated first year revenue $120,000 (includes present FM revenue plus expected AM income). Applicant is licensee of WFAH (FM) Alliance. Filed Feb. 13.

Idabel, Okla.—Winston O. Ward, d/b as Idabel Bcstg. Co., 1240 kc, 250 w fulltime; estimated construction cost $9,100, estimated first year operating cost $25,000, estimated first year revenue $28,000. Applicant is licensee of KIMP Mt. Pleasant, Tex. Filed Feb. 14.

FM APPLICATIONS

Pocahontas, Ark.—Pocahontas Radio Inc., 97.7 mc (Ch. 249), ERP 374 w; estimated construction cost $3,000, no cost of operation in addition to that of presently licensed AM station, estimated first year revenue (for proposed FM station) $5,000. Applicant is licensee of KPOC Pocahontas. Filed Feb. 8.

Philadelphia — Temple U., non-commercial educational FM station, frequency (channel) to be assigned at Commission's discretion, 10 w; estimated construction cost $27,513. Application filed by Prof. John B. Roberts, director of radio, on behalf of Temple U. Filed Feb. 4.

When It's **BMI** *It's Yours*

Another BMI "Pin Up" Hit— Published by Duchess

AT LAST! AT LAST

On Records: Bing Crosby—Decca; Tony Martin—Victor; Ted Straeter—MGM; Teddy Johnson—Columbia; Ray Martin—MGM; Sidney Torch—Coral; Emil Stern—King.

On Transcriptions: Alan Holmes—Associated; Henry Jerome—Langworth; Tex Beneke—Thesaurus.

BMI

BROADCAST MUSIC INC. 580 FIFTH AVENUE
NEW YORK • CHICAGO • HOLLYWOOD NEW YORK 19, N.Y.

FCC Actions

(Continued from page 103)

connection with other 1030 kc applications and with any other pending applications with which it might then be in conflict.

Penn Jersey Bcstg. Co., Bristol, Pa., Atlantic City Bcstg. Co., Atlantic City, N. J., Garden State Bcstg. Co., Atlantic City, N. J., and Press-Union Pub. Co., Atlantic City, N. J.—Designated for hearing in consolidated proceeding applications of Atlantic City Bcstg. Co., Garden State Bcstg. Co. and Press-Union Pub. Co., all seeking new stations on 1490 kc, 250 w, fulltime, in Atlantic City; and application of Penn Jersey Bcstg. Co., for same facilities in Bristol, Pa.; made WGAL, Lancaster, Pa., party to proceeding with respect to application of Penn Jersey Co. only.

Radio Norwich Inc., Norwich, N. Y., The Montrose Bcstg. Corp., Montrose, Pa., and WATS Sayre, Pa.—Designated for consolidated hearing at time and place to be specified by subsequent order, following applications: Radio Norwich Inc. for new AM station on 970 kc, 500 w daytime; The Montrose Bcstg. Corp., for new AM station on 960 kc, 1 kw, daytime, and Thompson K. Cassel to change station WATS from 1470 kc, 1 kw day, to 960 kc, 1 kw, day.

John Blake and Charles R. Wolfe, Killeen, Tex., and High Lite Bcstg. Co., Killeen, Tex.—Designated for hearing in consolidated proceeding application of Blake & Wolfe with that of High Lite Bcstg., each requesting new AM station 1050 kc, 250 w, daytime, at Killeen, Tex.

Mid-State Bcstg. Co., Chehalis, Wash., and Leroy E. Parsons, Chehalis, Wash.—Designated for hearing in consolidated proceeding application for Mid-State and that of Parsons, each requesting new AM station on 1420 kc, 1 kw, daytime.

February 14 Applications . . .

ACCEPTED FOR FILING

Amend Applications

WHUN Huntingdon, Pa.—CP to change frequency from 1400 to 1010 kc, increase power from 250 w to 1 kw and change operating hours from fulltime to daytime AMENDED to delete request for frequency change, power increase and operating hours and in lieu thereof to specify top loading ant. system.

Manuel D. Lean, San Antonio, Tex.—CP for new AM station on 990 kc, 1 kw daytime, AMENDED to change frequency from 990 kc to 1250 kc, reduce power from 1 kw to 500 w and change ant. system.

KDYL-TV Salt Lake City—CP for power change AMENDED to reduce ERP from 10 w vis., 5 w aur., to 4 w vis., 2 w aur.

Modification of CP

WERL East Rainelle, W. Va.—Mod. CP, as mod., authorizing new AM station, for extension of completion date.

WESS Coram, L. I., New York—Mod. CP, as mod. and reinstated, authorizing new FM station, for extension of completion date.

License for CP

WAGA-FM Atlanta—License for CP, as mod., authorizing new FM station.

KRNT-FM Des Moines—License for CP, as mod., authorizing new FM station.

J. R. POPPELE, vice president in charge of engineering, WOR New York, is celebrating his 30th anniversary with the station. Top picture shows him as chief engineer in 1922 at WOR Newark, N. J., shortly after station had received its charter. Lower photo is a 1952 picture of Mr. Poppele in the WOR control room.

License Renewals

Following stations request renewal of license:

KOY Phoenix, KNGS Hanford, Calif., KECA Los Angeles, KDLP Panama City, Fla., WCAO Baltimore, KFRM Kansas City, WDAF Kansas City, KMAC San Antonio, KHQ Spokane, WJLS Beckley, W. Va., WNAC-TV Boston, KG2XAZ (experimental TV licensed to Associated Bcstrs. Inc.) Easton, Pa., and KS2XBR and KS2XBS (experimental TVs licensed to Zenith Radio Corp.) Chicago.

Spot vs. Network

(Continued from page 75)

derson, KLAC-TV Los Angeles; Aldo Dedominicis, WNHC-TV New Haven; P. A. Sugg and Hoyt Andres, WKY-TV Oklahoma City; Owen Saddler and Howard O. Peterson, KMTV Omaha; Roger W. Clipp and Kenneth W. Stowman, WFIL-TV Philadelphia; George B. Storer Jr. and William E. Kelley, KEYL San Antonio; Philip G. Lasky and Lou Simon, KPIX San Francisco; Paul Adanti, Payson Hall and William H. Bell, WHEN Syracuse; Allen L. Haid, WSPD-TV Toledo; Kenneth Berkeley and Ben B. Baylor Jr., WMAL-TV Washington; Tom Harker, Lee B. Wailes, and Robert C. Wood, Fort Industry Co.

Katz personnel slated to be on hand included, in addition to Messrs. Katz, Brett, Donahue, and Salk, the following:

Edward Codel, Margaret Alcott, Daniel Denenholz, Oliver T. Blackwell, Ralph Dennis, Robert J. Kochenthal, T. E. Kruglak, Bernard H. Pelzer Jr., and Robert S. Wilson, all from New York office; Gerald H. Gunst, William Condon, James R. Hoel, Lewis J. Johnson and Ray Peritz from the Chicago office; Ralph Bateman and Charles D. Fritz from Detroit; Harry M. Harkins, Atlanta; Thomas J. Flanagan, Kansas City; David Rutledge, Dallas; Donald C. Staley, San Francisco; and Stanley J. Reulman, Los Angeles.

Paramount Case

(Continued from page 75)

NPA, which has banned all color TV production except a mite for experimental purposes [B•T, Feb. 11]. Paramount owns 50% of Chromatic.

Mr. Raibourn was asked about Paramount's interest in British-owned Scophony Corp. He replied that during World War II, Scophony set up an American branch half owned by the British company with Paramount and General Precision Laboratory Inc. each owning 25%. Through agreement, Paramount and GPL shared the Western Hemisphere market for the Skiatron system—with Paramount responsible for home TV developments and GPL large screen theatre TV. British company held rights to Eastern Hemisphere.

Scophony system used magnification principle to get large TV pictures. It used what was called a "supersonic" light valve, with magnification gained by putting the beam through a liquid-filled tube.

Agreement between the American companies and British owners was dissolved in 1946 under consent decree entered into with the Dept. of Justice. Justice Dept. sued Scophony under the anti-trust laws.

Uses Coded Cards

Successor company in U. S. is Skiatron Corp., which has been testing a system of subscription TV based on coded cards. Tests have been run over WOR-TV New York and the company has asked motion picture firms to furnish it with film product so it can run a test similar to the one Zenith ran on Phonevision in Chicago early last year. So far it has received favorable replies from Paramount and RKO, conditional approvals from United Artists and Republic. Only definite turndown was from MGM. Other big producers have not answered.

Skiatron has not yet asked FCC to sanction New York consumer tests. Its recent tests over WOR-TV have been under experimental FCC authority and were run after the regular WOR-TV program day ended.

Nor has Skiatron yet gone to the Dept. of Justice. There have been reports to that effect, but they have no basis in fact, it was learned.

Mr. Raibourn spent a good part of his time on the stand answering FCC counsel Frederick W. Ford's inferences about the Paramount Television Network.

Kinescope Syndication

This is a kinescope syndication of programs produced at KTLA. Paramount advertising has been referring to it under the network term and also calling stations which bought the series "affiliates."

Mr. Ford's purpose seemed to be to get Mr. Raibourn to indicate that Paramount intended going into the TV network field—in opposition to DuMont and the proposed ABC-UPT company.

That Paramount was selling the kines in "blocks" was also brought into the questioning. Tie between this practice and the now illegal practice of "block booking" of motion pictures to exhibitors was apparently Mr. Ford's aim.

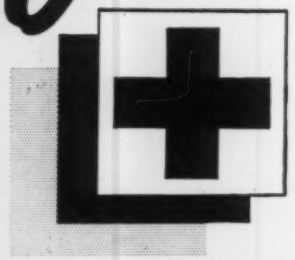
Dutch Royal Visit

MORE THAN 600 radio stations are to be serviced with a series of programs in connection with the April visit to Washington of Queen Juliana and Prince Bernhard of The Netherlands, it was announced last week. The four programs in the series include a feature about the royal family, a dramatization of the struggle the Dutch wage with the sea and two music programs. Reportedly planning to carry programs are MBS, ABC, CBS and NBC in addition to exclusive broadcasts by WNYC and WQXR New York. Further information may be had from Ann Buurman, radio officer, Domestic Broadcasting Div., The Netherlands Information Service, 10 Rockefeller Plaza, New York, 20.

RCA's UHF Ad

IN A FULL page advertisement in the *Washington Post* last Wednesday, RCA said UHF, the opening of which will mean "more TV channels, more TV stations and more TV programs" to the present or prospective viewer, "added opportunities" to extend "TV coverage and increase audiences" for the broadcaster; would cause "creation of vast new markets" to manufacturers; and would "bring to fruition" laboratory experiments, production designing and field tests by scientists and engineers of RCA. Firm announced it will have an RCA "inexpensive" UHF tuner available for sets.

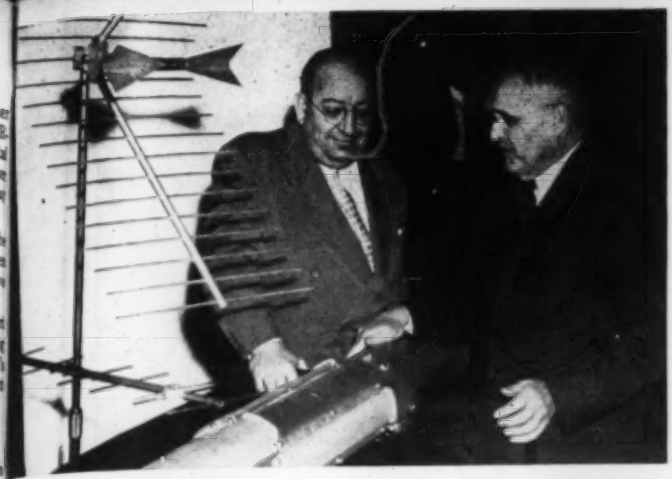
Give!



DECEMBER BOX SCORE

STATUS of broadcast station authorizations at the FCC on Dec. 31, 1951, follows:

	AM	FM	TV
Total authorized	2408	650	108
Total on the air	2331	637	108
Licensed (all on air)	2300	564	93
Construction permits	108	86	15
Total applications pending	958	215	629
Total applications in hearing	220	7	182
Requests for new stations	102	2	171
Requests to change existing facilities	205	16	45
Deletion of licensed stations in December	0	0	0
Deletion of construction permits	5	3	0



AT THE RCA seminar in Washington last week, Dr. George H. Brown (l), director of antenna and transmitter research, RCA Labs., and Dr. C. B. Jolliffe, vice president and technical director, RCA, examine the newly developed UHF antenna. To their left is a "butterfly" directional UHF receiving antenna, one of several types recommended for consumers when the new 470-890 mc wavelengths are put into TV service.

RCA Seminar

(Continued from page 73)

140 stations this year and 190 next year and that materials for building the stations would be available [B•T, Feb. 11].

RCA line ranges from 500-w low band VHF transmitters to 10-kw UHF transmitters. Included are antennas, transmission lines, monitors, control apparatus, etc. Complete line of studio, film and remote equipment is also available (for transmitter costs, see table).

Mr. Smith foresaw some problems in constructing full-scale stations due to defense claims on scarce materials but he thought that stations would find ways to use temporary expedients.

In discussing costs of VHF operation, C. D. Kentner, transmitter engineering group manager, revealed the following figures:

A 2-kw transmitter for Channels 2-6 costs 22 cents per hour to operate; on Channels 7-13, 34 cents. A 10-kw transmitter costs 88 cents per hour for low band operation, $1 for high band operation. A 20/25 kw costs $1.85 per hour to operate on all VHF channels. A 50-kw transmitter costs $4.70 per hour to operate on all VHF bands.

Figures were calculated on a power cost of 1.5 cents per kilowatt-hour and tube life of from 5,000 to 7,000 hours.

New in the station transmitting equipment line were the 1 and 10 kw UHF transmitters and high gain antennas with which stations can get 200-kw effective radiated power.

Also shown was a new image orthicon camera which was said to give better picture quality than those now in use. Also new is a master monitor, built for simple, small-scale station operation but capable of handling the addition of film, live and remote operations.

An improved film camera, which RCA has been testing at Philadelphia TV stations for the past several months, was also reported.

Ready by late August or early September will be three types of converters for present TV sets, Allen Mills, merchandise manager, Home Instruments Dept., announced. Also available when needed, will be a combination 16-position VHF-UHF receiver, he reported.

Three types of converters are: (1) Single-station converter, costing about $10; (2) two-station converter, self-powered, costing about $20-25; (3) full 70 channel UHF converter, self-powered, costing about $50. Single station converter will have to be installed by a serviceman, Mr. Mills explained; set owner will be able to install the other two, he said.

Development of the 16-position tuner, adaptable to present RCA set circuits, will permit continued production of VHF sets and, when UHF markets open, the production of combination sets, Mr. Mills said. Each of the sets using the new tuner will be "tailored" locally for each market, he said.

VHF-UHF receivers will be "slightly more expensive" than VHF-only sets, he said.

When UHF signals start coming over the air, it will generally be necessary for set owners to have special antennas, C. M. Sinnett, advance development manager, Home Instruments Dept., declared. In some few instances present VHF antennas may turn out to be satisfactory, he said.

The critical aspect of receiving antenna positioning was emphasized by both Mr. Sinnett and Dr. D. W. Petersen of the antenna-transmitter research group, Princeton Labs. They both pointed out that moving the receiving antenna only a few feet may make the difference between no signal and an excellent one. Dr. Petersen addressed the audience on UHF measuring techniques.

APPROX. PRICES OF VERY SIMPLIFIED TV STATIONS

	SMALL CITY (below 100,000 pop.) VHF	SMALL CITY UHF	MEDIUM CITY (100,000 to 750,000) VHF	MEDIUM CITY UHF	LARGE CITY (750,000 and higher) VHF	LARGE CITY UHF
Radiated Power =	(10 kw)	(20 kw)	(50 kw)	[1](200 kw)	200 kw)	[1](200 kw)
(a) Simplest Station Film and Network Facilities only—no live cameras	$137,500	$145,000	$170,000	$230,500	$260,000	$230,500
(b) Tower for above (if not available locally	31,000	31,000	44,000	31,000	64,000	31,000
TOTAL	$168,500	$176,000	$214,000	$261,500	$324,000	$261,500
(c) If it is desired to have local studio equipment, add (For two cameras and simple lighting in one studio)	70,000	70,000	70,000	70,000	70,000	70,000
TOTAL	$238,500	$246,000	$284,000	$331,500	$394,000	$331,500
(d) For Remote Pickup Truck with relay, add (Does not include additional live cameras)	24,700	24,700	24,700	24,700	24,700	24,700
TOTAL	$263,200	$270,700	$308,700	$356,200	$418,700	$356,200

[1] UHF Stations in cities under 1,000,000 population may start at 20 kw radiated power (at costs given for small city) and then add amplifier later to increase power to 200 kw radiated.

[2] 100 kw on Channels 2 to 6 and 200 kw on Channels 7 to 13 VHF. Large cities may start at 50 kw (costs for medium city) and then add amplifier later.

TYPICAL EQUIPMENT COSTS IN THOUSANDS OF DOLLARS FOR VARIOUS RADIATED POWERS FOR FILM AND NETWORK OPERATION ONLY, AND NOT INCLUDING LAND, BUILDINGS, OR SUPPORTING TOWER FOR ANTENNA

EQUIPMENT	Channels 2-3				Channels 4-5-6					Channels 7-13						Channels 14-83	
Radiated Power	1KW	10KW	50KW	100KW	1KW	10KW	50KW	100KW	100KW	2KW	10KW	50KW	100KW	200KW	200KW	20KW	200KW
1 VHF: 500 Watt Transmitter	27.5				27.5					32.5							
1 VHF: 2 KW Transmitter		44.2				44.2					49.2						
1 VHF: 10 KW Transmitter			79.				79.	79.				84.	84.				
1 VHF: 20 KW Transmitter				155.5					155.5					160.5			
1 VHF: 50 KW Transmitter															225.5		
1 UHF: 1 KW Transmitter																64.7	
1 UHF: 10 KW Transmitter																	150.
5-Section Superturnstile	15.				14.5												
5-Section Superturnstile		33.	33.			28.	28.										
6-Section Superturnstile				33.7					31.	18.9	18.9	18.9			18.9		
12-Section Superturnstile								89.5					39.5	39.5			
1 UHF: Antenna																19.	19.
100' 1⅝" Trans. Line	6.6				6.6					6.6							
100' 3⅛" Trans. Line		9.2	9.2	9.2		9.2	9.2	9.2	9.2		9.2	9.2	9.2	9.2	9.2	10.	10.
Frequency and Modulation Monitors	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	2.9	3.3	3.3
Film equipment, including 2 projectors and film camera and control equipment	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9	28.9
Audio-Video equipment, including sync. gen. amplifiers, power supplies, etc.	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3	15.3
Test and Measuring Equip.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.	4.
TOTALS	100.2	137.5	172.3	253.5	99.7	132.5	167.3	228.8	246.8	109.1	128.6	163.2	183.8	260.3	304.7	145.2	230.5

Note 1: Transmission line for VHF is dual 550 ft. run and cost includes all accessories. For UHF, line will be single 550 ft. run of special low loss line.

Note 2: For Channels 2 and 4 the transmission line run for full 10 KW and 50 KW radiated power is limited to 250 ft. of 3⅛" line. 6⅛" line must be used for longer runs or the 5-section Superturnstile replaced with the 6-section antenna to obtain full ERP.

Note 3: For Complete 2-Camera equipped studio, including switching facilities, monitors, etc., but not including items such as lighting, air conditioning, etc., add $65,585.00.

Note 4: To use above cameras on remotes, add $27,765 for microwave and mobile unit.

NIGHT AND DAY . . .
ABC
WENE
BINGHAMTON, N.Y. MARKET
NOW 5000 WATTS
CALL RADIO REPRESENTATIVES, INC.

at deadline

WOULD LEAVE INFORMATION PROGRAM AT STATE DEPT.

U. S. INFORMATION Advisory Commission Friday asked Congress to keep this nation's global information program within State Dept. Commission is headed by Erwin Canham, editor, *Christian Science Monitor*. Other members are Justin Miller, NARTB board chairman; Phillip Reed, board chairman, General Electric Co.; Mark A. May, Yale U., Ben Hibbs, editor, *Saturday Evening Post*. Commission feels arguments for a separate agency (as Sen. William Benton (D-Conn.) proposed) are outweighed by "desirability of retaining a close connection between foreign policy formulation and the administration of the information program."

WHGB REHEARING DENIED

NO CONFLICT exists between its decision in Harrisburg-Lemoyne, Pa., case and Lubbock, Tex., case, FCC announced Friday in denying petition for rehearing filed last October by WHGB Harrisburg [B•T, Nov. 12, 1951].

WHGB had alleged "arbitrary and capricious action" by the FCC, when it granted WCMB Lemoyne, Pa., permission to change to 1460 kc with 5 kw directional fulltime, and had denied Harrisburg station same facilities. FCC's decision emphasized that WCMB was independent station, promised more local programming than did ABC-affiliated WHGB. Ten days later, FCC granted ABC-affiliated KFYO Lubbock, Tex., authority to change to 790 kc with 5 kw day, 1 kw night directional, and denied new applicant Lubbock County Broadcasting Co. same facilities. Since two decisions apparently conflicted, WHGB asked for rehearing in light of Texas decision.

Commission, in opinion last Frday, declared that Lubbock decision was based on "preferred standing of an existing station, with a history of meritorious service to the community. . . ." It also pointed out that Pennsylvania case was decided on "superior" programming of WCMB. "Each decision is grounded on its facts, and their rulings do not . . . conflict with each other," the Commission said. Chairman Coy and Comr. Jones did not participate.

ABC FIRINGS PROTESTED

RADIO Writers Guild, protesting firing of two ABC Hollywood newsroom writers, last Thursday wired ABC President Robert Kintner that it would file unfair labor practices charges with NLRB unless writers remain on job. Firings occurred Feb. 5. Guild charges layoffs was reprisal against union now in contract negotiations. ABC executives, admit only "informal negotiations," adding that dismissals are simply departmental revisions in O&O stations.

WGN-TV SIGNS FOR SOX

EXCLUSIVE contract for daytime home games of White Sox during 1952 season signed last week by WGN-TV Chicago. Station also will carry Cubs' games on exclusive basis. This is fifth consecutive season for White Sox games, first for Cubs.

PEARSON FOR WXLW

WXLW INDIANAPOLIS has named John E. Pearson Co. as its station representative.

BROTHERHOOD WEEK

FULL BROADCASTING participation by both radio and television in Brotherhood Week, sponsored by National Conference of Christians and Jews, and scheduled for Feb. 17-24 observance this year, was assured Friday by Joseph H. McConnell, NBC president and chairman of radio-TV committee for Brotherhood Week. All major networks plan brotherhood tributes on many regular and special programs throughout week. In addition, Mr. McConnell said each network will carry 20, 30, 40, 50 and 55-second spots to influence public opinion towards good will and understanding among Protestants, Catholics and Jews.

Business Briefly

(Continued from page 5)

noon, early evening time. In television only 50 major stations will be used.

GENERAL MILLS BUYS ABC ● General Mills, Minneapolis, through Knox-Reeves Inc., same city, to sponsor *Whispering Streets*, drama, from 10:25-10:45 a.m. EST, ABC radio, starting March 3. On same date General Mills' *Betty Crocker Magazine of the Air* moves from 10:30-10:45 a.m. time slot to 4-4:15 p.m., still on ABC radio.

MARFREE NAMED ● Allied Home Products, Beloit, Wis., last week named Marfree Adv., Chicago, to handle advertising for its cosmetics line which is distributed nationally in supermarkets. Radio will be used. Burton Neuberger, Chicago manager of agency, is account executive.

FCC ON BLACKLISTING

PROTEST by Authors' League of America to FCC about broadcasters who use "political screening" of talent was answered—at least temporarily—in exchange of letters released Friday. Parent union of all writers' guilds had instructed its president, Rex Stout, to ask for FCC hearings on blacklisting, insisting that this practice is contrary to public interest under which licenses are granted. ALA action [B•T, Jan. 28] was part of turmoil surrounding dismissal of Philip Loeb from *The Goldbergs* television program.

In reply, FCC Chairman Wayne Coy wrote, Feb. 8, that question was "not properly the subject for a general hearing of the commission" since judgment of talent by station operators falls into scope of day-to-day operations, ceded to licensees by Communications Act.

UCP LAUDS RADIO, TV

RADIO, TV industries were lauded by United Cerebral Palsy for aid given in UCP's 1951 fund campaign. Telethons credited with raising $972,105, since first such effort over WBKB (TV) Chicago in May 1950. Other stations which conducted UCP telethons listed as WJZ-TV New York; WFIL-TV Philadelphia: KGO-TV San Francisco and WLWT (TV), WKRC-TV and WCPO-TV Cincinnati, which staged "pooled" telethon.

PEOPLE..

HERBERT BULL to Needham, Louis & Brorby, Chicago, as TV art director after working at McCann-Erickson, New York, in similar capacity.

GORDON HUGHES, manager of market research for General Mills, will discuss "attitude measurements and the memory factor" at the meeting of the American Marketing Assn. Chicago chapter, Feb. 27. Luncheon session is scheduled for noon in the English room of Marshall Field & Co.

MELVIN A. SINGER, Biow Co., N. Y., to Geyer Adv., N. Y., on account executive staff.

ALEXANDER KLEIN, Caravel Films, to J. Tarcher & Co., N. Y., as director of television and motion pictures.

FRANK KLEIN, formerly on publicity and public relations staff at WFDR(FM) New York, to Hoover Manufacturing and Sales Co., N. Y. (Hoover uniforms), as assistant director of sales promotion.

JAMES WEBB YOUNG, consultant on mass media to the Ford Foundation and J. Walter Thompson Co., will speak on "Thoughts on Your Future in Radio and Television" Thursday at luncheon meeting of the Radio Executives Club of New York at the Waldorf-Astoria Hotel.

FRANCES O. FOX, King Features, to Ted Bates & Co., N. Y., in press department.

WMEX vs. WHIL PETITION

PETITION for revocation of program authority to WHIL Medford, Mass., filed by WMEX Boston two weeks ago [see story, page 3] was denied by FCC Friday. It also denied request for hearing on WHIL's license application. Commission held that no proof was presented that 25 mv/m contours of both stations overlap, as alleged by Boston station. At same time, Commission pointed out that no protests were made in 1949 when WHIL was granted CP for 1540 kc with 250 w, daytime, nor following two years when amendments were filed and granted. WMEX (on 1510 with 5 kw) claimed that WHIL transmissions were interfering with its broadcasts, that FCC rules prohibit two stations less than 40 kc apart if 25 mv/m contours overlap. It has pending in U.S. Court of Appeals petition for review and an injunction against the Commission's grant of program test authority to WHIL. Court has set case for hearing Feb. 21. Comrs. Hennock and Jones dissented from FCC's decision, claimed that program grant should be withdrawn until question of overlap determined. Comr. Hyde dissented in part, held that hearing should be given on license renewal.

ADDITIONAL WITNESSES

ADDITIONAL witnesses in the theatre TV hearing, scheduled for March 10, were submitted to the FCC Friday by the Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee. Among new names (for previous list, see AT DEADLINE, Jan. 28) are: Gael Sullivan, Theatre Owners of America executive director; Arthur Mayer, Council of Motion Picture Organizations executive v.p.; Cecil B. DeMille, independent producer; Darryl Zanuck, 20th Century production chief; Frank Freeman, Paramount Pictures production chief; Ronald Reagan, actor and president of Screen Actors Guild; George Murphy, actor and past president, SAG.

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January 21,1952

Mr. John A. Kennedy
Chairman of the Board
Station KFMB-TV
San Diego 1, California

Dear Mr. Kennedy:

The answers to the questions raised in your letter of January 21st are as follows:

(1)-- feel that the 1952 estimates of San Diego, to appear in the 1952 Sales Management Survey of Buying Power accurately depict the growth of the area.

(2)--Both with respect to population and income, there has been a very appreciable change in the rank of San Diego among the top 35 markets.

(3)--The income change credited to the San Diego market in 1951 as opposed to 1950 was the largest accorded to any of the leading 30 metropolitan areas of the nation.

In general, I can say that in the past we have considerably understated the San Diego market, but we now credit it with a billion dollar income, (after income taxes.)

Cordially yours,

Jay M. Gould
Managing Director

JMG/zb

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